

December / 1956

THE REPORTER OF

Direct Mail

advertising

For the man who has everything . . . for the woman who lacks nothing . . . for the sophisticated . . . for the cosmopolitan . . . for the Calvert drinker . . . for the person who cares . . . for the bon vivant . . . for the urbane, suburban bourbon . . . for the V I P . . . there is no finer gift than a subscription to our Belford Corncards. Enclose your check, gift wrapped.

Our daughter never tires of visiting her favorite Santa Claus. Invariably her wants include a Belford Picturest, a red Clareport, some mink lined ermine, one Kaselette, a brace of partridge and a new Belford Scrapbook. Her requests conclude with a fervent plea for a Peaceful, white Christmas and her hope that all Belford friends have a Merry and a Happy. Let's make it unanimous!

Belford

317 WEST 47TH ST. • NEW YORK 3

Frequently, due to circumstances beyond our control, we enjoy our work. Take the case of the customer who thanked us for the successful solution of a difficult bookbinding job. Frankly, we knew nothing about the job -- it had been processed without our knowledge. You really don't have to go through channels to get a successful bookbinding job at Belford but call us anyway. It'll impress the neighbors.

We supply covers for our customers who have their own plastic binding equipment. These covers vary from cover papers and colorful Vinyls up to leather-like covers all carried in stock for prompt shipment. We sell them in 100 and 500 lots, punched to fit, ready to assemble to your punched sheets and bind. Ask for Dep't. No. 100 or No. 500 depending on your needs.

Belford

• NEW YORK 36, N. Y.

While Lucky Strike tears up cigarettes and Pepsi Cola hits the spot and Schaefer rings the bell and Barney calls all men and Maidenform dreams and the Times fits the news, Belford just goes along its star studded way turning out one beautiful bookbinding job after another. Discontinue the gold bricking fellows, there's much work to be done.

A scrapbook, says our dictionary, is "a blank book in which to paste clippings from books, magazines, etc." But just as man is known by the company he keeps, better clippings deserve better scrapbooks. For a good clipping, buy Belford's new Scrapbook. Carried in stock in four sizes - from letter size to newspaper - in the four popular price ranges. For security reasons enclose your clippings in a Belford Scrapbook.

Belford

317 WEST 47TH ST. • NEW YORK 36, N. Y. • PL 7-5958

"CORNCARD" CONTACTS

... an amazing
six-year series of
copy gems

featured on
page 16



Season's Greetings

EASTERN



EXCELLENCE IN
FINE PAPERS

Atlantic Papers

PRODUCTS OF EASTERN CORPORATION, BANGOR, MAINE • MANUFACTURERS OF QUALITY PAPER AND PULP
MILLS AT BANGOR AND LINCOLN, MAINE • SALES OFFICES: NEW YORK, BOSTON, PHILADELPHIA, CHICAGO AND ATLANTA



Reply-O-Letter Booth, D.M.A.A. Convention 1956

ideas for you in

PUBLISHING
INDUSTRIALS
 (to support salesmen)
INDUSTRIALS
 (to support distribution)
FINANCIAL SERVICES
RETAILING
FUND RAISING
OFFICE EQUIPMENT
SERVICES
PHARMACEUTICALS
LIFE INSURANCE

tested ideas from over 400 major advertisers are yours for the asking from REPLY-O's "IDEA EXCHANGE."

Letter techniques developed by clients and the creative staff of REPLY-O are gathered here to serve you. These are ideas that 23 years of experience—bringing our clients 35 to 40% better results—have taught us.

"IDEA EXCHANGE" is a treasury of tested ideas for selling books, magazines and services . . . for opening new accounts and reactivating old ones . . . for raising funds . . . for supporting salesmen with qualified leads.

For 'The Very Idea...' for you...call or write R. B. Davis today.

the
reply-o-letter

7 Central Park West, New York 23, N. Y. Circle 5-8118



SALES OFFICE • BOSTON • CHICAGO • CLEVELAND • DETROIT • TORONTO

Neutracer: the newest reason why Hammermill Bond prints better, types better, looks better



THE MAGIC OF NEUTRACEL

Hardwood's finer fibers help make typing on new Hammermill Bond even more readable

FOR YEARS, papermakers have tried to unlock the special properties of hardwood to improve the *blend* of pulps that goes into fine papers. It had to be done—to meet the challenge of modern printing presses and business machines. Now Hammermill has done it!

With an exclusive process, Hammermill produces Neutracer® pulp. For the first time, the finer fibers of northern hardwoods are extracted with all their papermaking qualities intact.

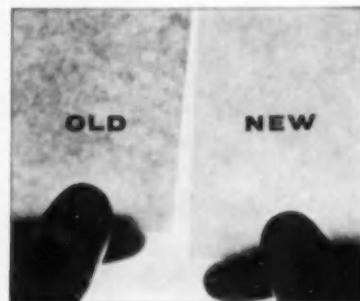
With the new Hammermill Bond your letters will be neater, more readable than ever before. That's true because the finer fibers of Neutracer, blended with other bright sturdy pulps, give new Hammermill Bond a more level surface that takes finer printing, typing, writ-

ing, and carbon copies. Neutracer pulp brings increased opacity, plus greater bulk to give your letters more appeal. And you can even feel the smoother, velvety surface of new Hammermill Bond.

Only a few months ago, Hammermill-invented centrifugal cleaners were installed to make Hammermill Bond cleaner than ever before. To that important development we now add Neutracer, a \$6,000,000 step forward to bring you Hammermill Bond that 1) prints better; 2) types better; 3) looks better. Ask your printer to show you samples. Hammermill Paper Company, Erie 6, Pennsylvania.



Printers everywhere use Hammermill Bond. Many display this shield.



...yet

HAMMERMILL BOND

with Neutracer's finer fibers, costs no more

THE REPORTER OF

Direct Mail advertising

224 Seventh Street, Garden City, N. Y.

Pioneer 6-1837

A MAGAZINE DEVOTED EXCLUSIVELY TO CONTACT BY MAIL

Volume 19 Number 8

December, 1956

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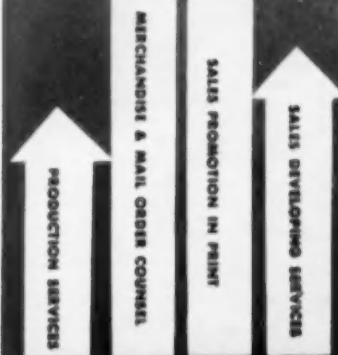
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FOR CATALOG DESIGN THAT
WORKS AND SELLS FOR YOU

call or write to...

**AHREND
ASSOCIATES, INC.
PLaza 1-0312**



**601 madison ave.
new york 22, n.y.**

Over 1,000 Shop Owners Know

that, as an aid in the
creation and production
of direct mail, MASA
International is
invaluable.

Join these, 1,000
progressive commercial
duplicators in promoting
your industry.

A letter now will
bring you a full
description of
membership services. . . .

Write:

**MAIL ADVERTISING
SERVICE ASSOCIATION**
18120 James Couzens Hwy.
Detroit 35, Michigan



—the last word in paper type for offset and electronic reproduction.

SETS EVERYTHING

Anyone can set headlines and body text for ads, printed pieces of all kinds.

QUICKER, EASIER

Presto Type comes on compact wooden type holders . . . aligns automatically to straight edge . . . tabs overlap allowing special spacing for special letter combinations . . . no spacing between letters required.

COSTS LESS

Complete fonts from \$2.50 to \$12.50



Has up to 62 different characters on a stick in pads of 50 each—3000 characters in all.

WRITE FOR CATALOG Showing 300 Type Faces

PRESTO PROCESS CO.

183 St. Paul St. — Room 202-R
Rochester, N. Y.

PHOTO-ENGRAVERS

You can measure the success of your printed promotional material more accurately by selecting "Horan" in the preparation of quality *Black & White*, *Benday* or *Color Process* printing plates.

In the production of dependable photo-engravings the human element is as great a factor as the best of modern mechanical techniques.

Why not call for one of our representatives.

INQUIRE ABOUT OUR 16mm SOUND COLOR FILM ON PHOTOENGRAVING

Operating Twenty-four Hours a Day, Four Shifts Every Work Day



P. S. A copy of "The Art and Technique of Photo Engraving" will aid you with your production problems. Send \$2.00

HORAN ENGRAVING CO., INC.

44 West 28th Street, New York 1, N. Y.
Murray Hill 9-8888
Branch OR-1, Newark, N. J., Allentown, Pa.



We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

□ **THE POSTAL BULLETIN** on November 12th, 1956 became a weekly publication . . . rather than twice a week. Will result in considerable savings for Post Office Department in printing and distribution costs. Although the **Postal Bulletin** is published primarily for postal employees, it contains much of interest for mailers (if you can learn to read it quickly and eliminate routine organization matters). Worth getting regularly. Order from Superintendent of Documents, Government Printing Office, Washington, D. C. Price \$2.25 per year.



□ **A NEW INTERNATIONAL POSTAL CARD** came into existence on November 16th. The 4¢ International Postal Card provides patrons an expeditious means of sending messages to any point in the world for a nominal sum, since these cards are given the same treatment as letter mail. The 8¢ International Reply-Paid Postal Card affords an excellent opportunity for either commercial or private users to provide the means whereby their correspondents in all the other countries of the world may reply to an inquiry or questionnaire without any postal expense to the latter, thus encouraging greater response than would result if the foreign correspondent was expected to furnish his own postage in order to reply.



□ **IT WILL BE INTERESTING** to watch progress of lawsuit filed by Dean Quinby of Rochester, New York against the New York Stock Exchange. Dean asking \$200,000 damages for unfair competition with his Quinby Plan—originated in 1938. (See **Reporter** July 1954 for fascinating story of how he develops monthly budget buying of stocks primarily by direct mail). The Stock Exchange announced a similar set-up in 1954 . . . and has advertised that its plan is the only way possible to buy stocks on a monthly basis . . . this causing Dean's claim for damages.


□ **A DIRECT MAIL SPECTACULAR** created by The Rockmore Co., New York agency at 37 W. 57th, carried a lot of sales promotion impact to the clothing trade. Rockmore (winner of the 1954 Henry Hoke Award for their exciting Scandale campaign) dreamed up an impressive format for client William P. Goldman & Bros. . . . to introduce the spring and summer line of GGG "Vertical Vogue with Silk 'n Sheen" men's fabrics. Sent to proprietors of GGG customer stores, the "spectacular" was a double duty mailer . . . serving both as a trade announcement and in-store display. A striking 22½" x 7" vertical die-cut job showed an after-dark view of a skyscraper office building, complete with lighted windows. Small die-cut windows revealed illustrations of the many GGG fabrics when a tab was pulled. Printed in four colors (handled to look like eleven) . . . it was another Rockmore dramatic masterpiece.



□ **"THE INSIDE STORY OF TEMPORARY HELP"** is the title of an excellent booklet published by Manpower, Inc., 820 N. Plankinton Ave., Milwaukee, Wis. In 24 colorful pages it describes the gamut of Manpower's many services . . . ranging from direct mail creation to temporary factory help (the Manpower direct mail story was told in the August, 1956 **Reporter**, page 27). If you'd like to see a sample of Manpower's own fine direct mail efforts, this booklet will give you a good chance.



□ **A TIP FOR PRESS-CONSCIOUS PEOPLE:** Here's the text of a short memo many editors found in their mail last month: "When You Need Information Fast, There's Nothing So Frustrating As A Phone That Doesn't Answer! We know that news doesn't break only between 9 and 5, and that verification is important regardless of the hour. For (Continued on Page 9)

A black and white photograph of a Christmas display. In the center, two figures in period clothing, possibly a man and a woman, stand on a dark surface. To their right is a large, spotted dog. In the foreground, several children's toys are scattered, including a teddy bear, a doll, and a small toy horse. The background is dark, with some light reflecting off the toys and the figures. The overall mood is quiet and intimate.

Quietly — but none the less
sincerely — HOWARD BOND wishes
you a HAPPY CHRISTMAS



Doesn't color reproduce better on Maxwell Offset?

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

We'd be pleased to send you samples of our eight finishes and two tints

Printed on Maxwell Offset—Basis 80—Wave finish

COLOR PHOTOGRAPH BY ARTOR BRUENL

SHORT NOTES CONTINUED

that reason we are listing on the enclosed card . . . the home addresses and phone numbers of those who can give you a fast answer when you need it most." Memo came from the heads-up P.R. department of Brown-Forman Distillers Corp., Louisville, Ky. . . . with card listing Joe Scholnick (trade relations manager) and Matt Downer (media relations manager). We can't speak for other editors, but the B-F note made us believe Scholnick and Downer are really sincere . . . in a **full-time effort** to establish good press relations.



□ **AN UNUSUAL FORMAT** introduced Pennsylvania Transformer Company's new corrugated tank transformer. The Canonsburg Pennsylvania Industrial firm



gave their small introductory booklet an additional cover of black corrugated cardboard . . . die-cut to spotlight a photograph of the new transformer. The corrugated cover emphasized the main innovation of the new transformer: tank corrugations which add to the radiating surface of the tank, replacing conventional cooling tubes. The black corrugated cover format was made even more impressive by enclosing an integrated sales letter produced entirely in reverse. Smart package.



□ **IS THIS A READERSHIP DEVICE?** Thayer Russell, American Pulley Co., 4200 Wissahickon Ave., Philadelphia 29, Pa., showed us a folder and letter he received from **Modern Materials Handling** magazine, 795 Boylston St., Boston 16,

Mass. Letter said the magazine had a problem: the enclosed folder was popular, executives told them it was impressive and helpful . . . and **Modern Materials** wondered why. "We still keep squinting at it," the letter told Thayer, "wondering what accounts for its special appeal." Then, the hooker: "If you can figure it out after you've looked over this folder, please let us hear from you." We looked over the folder (a survey-type presentation showing advertising lineage in **MMH** and other books in the field) . . . then went back to the letter to Thayer. Seems to us the asking-for-help cover letter actually has more "special appeal" than the folder. If a similar one was sent to original prospects, it might account for the response. A new readership device?



□ **IT'S HARD TO BELIEVE** . . . but now they are even selling shrunken heads by mail order. E. Joseph Cossman Co., 7015 Sunset Blvd., Hollywood 28, Calif., says the demand has been so great they've had to re-double their production capacity. The simulated shrunken head is made of skin-textured plyable plastic, fashioned to look like the African real McCoy. Cossman advertises the hot-selling item as a gift for the "man who has everything."



□ **GIFT CATALOGS** this Christmas season have been bigger and better than ever. One of the most unusual came from Metal Box Co. of England. The company manufactures a wide variety of lavish boxes, trays and containers for use in the home. All of them are elegantly designed and highly decorated . . . making ideal gifts. The pictorially illustrated catalog showed everything from small candy boxes to large ornamented wastebaskets. Most of the items are works of art. If you'd like to see this unusual catalog, you can get one from the I. D. Co., 150 Spring St., N. Y. 12, N. Y.



□ **ONE OF THE LARGEST PROMOTION PROGRAMS** ever undertaken by a Property and Casualty Insurance firm was backed up this fall by hard-hitting direct mail to 20,000 insurance agents. North America Companies, 1600 Arch St., Philadelphia 1, Pa., merchandised the gigantic campaign to agents through a **Journal of Good Selling** . . . a newspaper-type direct mail piece which explained the program. It was a thorough

Elliott ADDRESSING MACHINES

offer you the only competition you can find in the Addressing Machine industry.

Consult your yellow telephone book or write to The Elliott Addressing Machine Co., 127 Albany St., Cambridge 39, Mass.

no
shell game
here...
our clients
ALWAYS WIN!



If you've been confused by exaggerated claims, glowing reports, and sugary testimonials . . . we can think of no better way for you to check on the pulling power of our "built-in" reply card (or envelope) than for YOU to call or write our accounts (names on written request) and ask them what they think of our kind of sales letter.

If that doesn't convince you, then the only other thing that will is an ACTUAL TEST MAILING against whatever you're using now. We're so sure that the "built-in" reply card (or envelope) will outpull your best efforts on a cost-per-inquiry basis that we'll pick up the tab for a steak dinner if we lose!

And our one-stop service for copy, art, printing and mailing saves your time—keeps you busy planning instead of just picking up loose ends.

Why not send NOW for more information and samples of recent successful promotions?



SALES LETTERS
Incorporated

153 W. 23rd St., New York 11
Telephone WAnkino 9-3680-1

Peace On Earth Good Will Toward Men

All of us here at
Cupples Envelope Company
extend to you our sincere
best wishes for the
Holiday Season. May
it be filled with happiness
and good cheer.

S. Cupples
envelope co., inc.

360 Furman Street • Brooklyn 1, New York • TR 5-6285, 6, 7, 8, 9

OTHER OFFICES: BOSTON • WASHINGTON • PHILADELPHIA

SHORT NOTES CONTINUED

job, bound to whip up a lot of agent attention in the program. Handled by N. W. Ayer & Son, Inc., the North America Companies cooperative campaign will ultimately reach more than 26 million families . . . with local dealers taking adjacent announcements in mass media.



□ **THAT "PLAN AHEAD" SIGN** featured in the July, 1956 Short Notes department was originated by Doyle Printing & Offset Co., Inc. . . . claims Elwood B. Doyle, treasurer of the firm. Mr. Doyle says his Washington, D. C. printing company has been printing these signs since 1941. In fact, they have a continuing program, mailing a number of clever slogans which are either given to them by customers or staff-created. Doyle sends them to a list of about 5,000 prospects . . . getting an average of 10% return of inquiries. "In the past 15 years," says Mr. Doyle, "we have printed about 5 million of these slogan cards." If you'd like to see some of them, write to Mr. Doyle at 1219 Eye St., N.W., Washington 5, D.C., and ask him to put you on their mailing list.



□ **HOW LABELS ARE USED** to solve promotion and merchandising problems is the basis of a new portfolio from Allen Hollander Co., 381 Gerard Ave., New York 51, N. Y. 15 different case studies (presented on separate inserts, with actual label specimens attached to most) show how pressure-sensitive labeling can help promotion and merchandising efforts. The portfolio shows, for example, how one company's salesmen got increased exposure with business cards printed on labels . . . how a bottled shampoo manufacturer got easy booklet distribution by riding the booklets, die-cut, on top of the bottle caps, etc. The 15 studies make interesting reading, worth keeping in your idea file. You can get the portfolio by writing to Hollander at the above address.



□ **A CARTOONED BOOKLET FROM UNDERWOOD CORP.** will tell you how you can get out of a "tizzy." (When sales volume has been going up . . . but profits have been lagging behind.) Underwood produced two different "tizzy" booklets . . . with the back cover of both, a business reply card. On one booklet,

Mohawk Superfine
Text, Cover and Bristol



MOONRISE, A LITHOGRAPH BY STOW WENGENROTH

Annual reports... anniversary booklets... and prestige pieces of many kinds find a perfect setting in the quietly luxurious surface of Mohawk Superfine. Rich in appearance and spotlessly clean... first choice for the finest printing by letterpress, offset and gravure.

Mohawk Paper Mills

meet a smooth operator...



her choice is NEKOOSA Mimeo

When it comes to mimeo paper, take the word of a real "expert"—one who uses Nekoosa Mimeo every day. She *insists* on Nekoosa Mimeo quality because the lint-free bond finish gives clean, sharp, clear reproduction on *any* mimeo machine. Makes *her* work look good because it works so good. Lies flat, never curls, never wrinkles—goes through the machine smoothly and speedily! And you can have your choice of white and six eye-appealing colors.



 **Nekoosa**

Nekoosa Bond • Nekoosa Ledger • Nekoosa Duplicate
Nekoosa Mimeo • Nekoosa Manifold • Nekoosa Offset
Nekoosa Master-Lucant • Nekoosa Opaque
and companion ARDOR Papers

PAPERS

NEKOOSA-EDWARDS PAPER COMPANY • PORT EDWARDS, WISCONSIN

SHORT NOTES

CONTINUED

reply card is addressed to Underwood headquarters in New York (used in general mailing) . . . the other folder leaves the return address section of the reply card blank (for a hand write-in of a branch or agency name). This makes a big hit with not only local salesmen but also prospects who want fast action in answer to their inquiry. Good idea . . . because many people we know sometimes get into a different kind of "tizzy": waiting for the main headquarters of big corporations to answer their inquiry. The Underwood booklet is short, sweet, amusing . . . and geared for fast action. If you'd like to see it, write to R. K. Alerton, Jr., 1 Park Ave., N. Y. 16, N. Y.



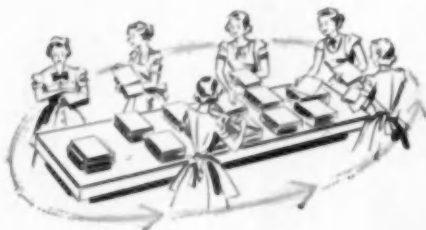
□ **DEBATING THE BAIT** is the headline on an impressive self-promotion folder from Wetmore & Company (printers) 1015 S. Sheppard Dr., Houston 19, Texas. Headline is shown against a background of three businessmen in a "serious" conference. Inside, you see the theme is fishing. Tipped on to the page are several small feathers, making a handsome-looking fishing fly. "In printed advertising," says the copy, "there's no 'debating the bait.' The skilled craftsmen of Wetmore & Company are men with background and experience. These men know the value and meaning of product interest and sales results as well as the essential avenues of approach to achieve both." The catchy headline, good theme and copy, realism with the tip-on, and an excellent printing job make this folder a fine printer's promotion.



□ **"ADVERTISING BENEFITS YOU?"** Has been retained once again as the theme for National Advertising Week . . . to be celebrated February 10th through the 16th. Sponsored by the Advertising Federation of America and the Advertising Assn. of the West, the 1957 campaign will be expanded in all media. As in the past, a concentration of radio, television, newspaper, outdoor and direct mail messages will bang home the importance of advertising in our economy and way of life. With Thomas D'Arcy Brophy of Kenyon and Eckhardt as general chairman, 24 advertising clubs, agencies and associations will give their full support to the campaign. From the direct mail camp, John D. Yeck of Yeck & Yeck, Dayton, Ohio, is working

Gathers 3,000 sets an hour—

*Macey Collator saves users
up to 90% of hand collating costs!*



The Macey Collator finally disposes of gathering and assembling by hand... a drudgery job, resented by office people, and a long-time headache for office managers and methods men.

The Macey collates eight times faster than manual workers, and far more accurately... prevents disruption of office work schedules, borrowing of personnel, avoids overtime and standby crew expense, gets printed matter into use sooner, at a healthy cut in overhead costs.

The Macey Collator brings a new versatility to collating... assembles single sheets, signatures, card inserts, samples and photographs of varying sizes, weights, and finishes. It can put together complex presentations of assorted exhibits, as well as routine collections of multigraphed and printed pages, lists, releases, bulletins, instruction manuals, catalogs, price schedules, etc.

In any paperwork operation—insurance, research, mail advertising, printing, education, Armed Forces, government agencies—the Macey Collator can make important savings in time and costs. And its wide utility lets many departments share in the savings.

A survey of your collating requirements, without obligation, will show how the Macey can help you. Call any Pitney-Bowes office, or send coupon for booklet and case studies.

*The Macey Collator is
sold and serviced by*

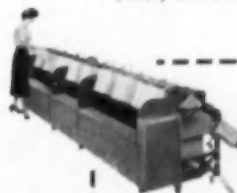


Pitney-Bowes, Inc.

Originators of the postage meter... leading maker of mailing machines... with offices in 95 cities in the U.S. and Canada.



- Fully automatic. Suction feed. Positive feeding control of every sheet. Easily set up.
- Handles sheets as small as 2 by 5 inches; and as large as 12 by 17 inches, depending on model.
- Available in 4, 8, 12 or 16 stations.
- Stacker, offset delivery unit, and wire stapler optional.
- Pitney-Bowes service available, coast to coast.



PITNEY-BOWES, INC.,
5703 Crosby Street,
Stamford, Conn.

Send free illustrated booklet and case studies.

Name

Firm

Address

CUT YOUR MAILING COSTS! WITH THE MODEL No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for **general purpose tying** of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in time and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

DEPT. A

NATIONAL

BUNDLE TYER CO.

Blissfield, Michigan

Make More Money With Mail Order

by learning how the top experts in the field do it. Advice of 23 mail order stars is featured in . . .

MAIL ORDER STRATEGY
Details on page 37

Copywriter Available

Copychief material. Specializing in direct-mail on books. Impressive record of successes. Also much other experience: radio, TV; varied products and services. New York or L. I. only. Box 122, The Reporter, Garden City, N. Y.

SHORT NOTES CONTINUED

Get behind 1957 Advertising Week and give it all the support you can. Remember the date: Feb. 10th to 16th.



□ **HERE'S A NEW WRINKLE** for justifying typewritten copy . . . which eliminates retyping. All you have to do



now for flush right margins, says Fototype, Inc., is pick up each line bodily with your fingers . . . and stretch it into alignment. The secret is Justi-Type, a "stretchable paper" developed by Fototype, Inc. The paper is a specially treated sheet laminated lightly to a pressure sensitive backing. Evenly spaced horizontal cuts in the top layer are keyed to the ratchet travel of most standard typewriters. Each cut, or line is picked up and stretched to justification (see photo). There's little distortion, claims Fototype, because the stretch actually equalizes the space between all line characters. For complete information write to Fototype at 1414 W. Roscoe, Chicago 13, Ill.



□ **IDEA ART**, the year-old syndicated art service, made a big hit at the DMAA convention. They released their second Idea Art Portfolio this fall . . . containing a thousand new ready-to-use illustrated subjects. I. A. tries to direct the association of their art to a copy theme . . . to spark imaginative use. The Idea Art Portfolio No. 2 shows some good practical examples of how the stock drawings can be given a number of different twists. You can get more information by writing to Idea Art at 164 E. 38th St., N. Y. 16, N. Y.



□ **"NEATNESS COUNTS"** in most mass consumer contests . . . and now the same type of "neatness" is counting heavily in the development of good mail

order lists. Ed. C. Walker of Genesee Advertising Agency Corp., P. O. Box 1, Batavia, N. Y., recently sent out the following letter: "Do you have use for several thousand names of people who are so neat and meticulous that over 90% of their coupon orders from space . . . or torn out order forms from direct mail have been trimmed with a pair of scissors before mailing? Naturally, they are the top 10% of the population from a standpoint of wealth, income, social status and intelligence, where these personality traits are normal. . . ." Although the letter didn't say so, we suspect the names are customers of Ed's popular Kozak Dri Car Wash. So their clipped orders are not only neat and meticulous . . . they also keep their automobiles spotless.



□ **A "ROGUES' GALLERY" CAMPAIGN** is getting attention for Ohio Seamless Tube Div., Copperwell Steel Co., Shelby, Ohio. Created by Howard Swink Advertising Agency, 372 E. Center St., Marion, Ohio, the campaign is designed to remind 5,000 customers and prospects of the technical skill of OSTUCO sales engineers. Using a "wanted" technique, pieces are made to look like the FBI's important appeals hanging on post office walls. Each one features a brief resume personalizing individual sales engineers. Name and address



is changed for each mailing featuring a different engineer. Looks like a good campaign . . . but we wondered about the possibility of it back-firing. Headline reads "Wanted By The FBI" ("fraternity of better industries)." The government bureau frowns on any advertising use of their initials . . . so this campaign might find itself in some federal hot water.



□ **INEXPENSIVE PRINTED SIGNS BY MAIL** is a booming business operating out of Newark, N. J. A well-done, comprehensive booklet from Stewart Signs, 220 Mt. Vernon Pl., Newark, tells

(Continued on Page 42)

3

When you need a broker
who will treat your list
requirements with
competence and
professional know-how
call

planned circulation *through*
its merger with **promotions by mail**
offers **free** *to customers*

NEW SERVICES

- ◆ Professional advice in planning direct mail programs
- ◆ In setting up mailing schedules
- ◆ In mapping out test programs

These new services are designed to meet the needs of customers who need professional help—and for customers who want to back up their own judgement by “talking it over” with another pro.

Planned Circulation is proud to add these services to those that have made people say, “Planned Circulation is the Customer’s List Broker.”*

Planned Circulation will continue to comb the market to find lists to *fit* the needs of the client . . . to *follow through* on orders until delivery is made . . . to *freely pass on* knowledge gained from working on “both sides of the desk” . . . to give the *same consideration* to the list buyer and the list owner . . . and to give the list buyer of a small volume the *same service* as the buyer of millions.

planned circulation

Murray Hill 7-4158

19 West 44 Street, New York 36, N. Y.

*Translated means it's the customer not the order that come first at P. C.

For phone operator's day is limited to 'Good mornings' and 'Good afternoons'. But when we answer the phone we improvise. Our secret is to greet the ten center in our best repudial tone with, "Mr. Rockefeller's residence." We err, tho, in carrying too much improvisation home one evening to answer the ringing phone with, "Poffenberger's Belintessen!" A thin, boyish voice, belonging to a friend of our twelve year old son, Johnnie, unhesitatingly asked, "May I talk to Johnnie Poffenberger, please?"

Here are some freshly minted facts to consider when you need a bookbinder. Belford is situated in downtown New York, established in 1664. We are the only bookbinder to answer when you dial 9257915. We practice true democracy - bookbinding for everyone without discrimination so long as credit is good. The name Belford in your book is your assurance that we did the binding. Is it any wonder then that buyers who want facts with their bookbinding call Belford?

Belford

46 GREENE ST. • NEW YORK 12, N.Y.

One of our salesmen who reads the financial section of his newspaper has noticed a trend that he feels should not go unrecorded. He found that immediately after Belford delivers a bookbinding job to an account, the stock market reacts by boosting the account's stock by several points. We cannot explain this strange activity other than to observe that somehow word gets around.

In our endeavor to offer you ever widening areas of service, we urge you to make a list now of everything to do in preparation for your happy vacation. Do not allow some forgotten piece of apparel or some overlooked chore to mar the pleasure of the restful vacation you so richly deserve. That is why smart vacationers always include "Belford Order" at the top of their list.

Belford

317 WEST 47TH ST. • NEW YORK 19

This year we are asking everyone to do their Christmas shopping early at Belford. An ideal gift is our scrap book with 200 acetate folders made to hold 400 8" x 10" photos. The binding is of blue leather and wholesales complete with invoice for \$67.50. The giant, economy size has 400 folders and wholesales for \$135.00 - more than twice as much! Either one would make someone happy. Both would make us all happy. Buy now while business is lousy.

Money talks and also corrupts - they say. We have heard money talk but we are willing to wager a wager that it can never corrupt us. Belford is the interests of science we offer our selves ready, eager and willing to risk money's supposed corruptive qualities, tabulate our findings and leave the resultant report in Belford Claretorte to a hushed and expectant world. Your cooperation is anticipated.

Belford

46 GREENE ST. • NEW YORK 12, N.Y. • WA 8-57915

The do-it-thyself craze in the advertising field began with the office stapler. It spread to embrace dry mounting, report covers, plastic binding, and in some instances, easel presentation binders. But we are not concerned--not yet! After all, we are entirely too busy bookbinding even to think of advertising-----yet!

We were recently recommended to a prospect as being box specialists. The fact that we cover boxes in paper, cloth or leather should not amaze anyone. But the fact that we cover them well enough to earn a specialist's rating gives us a warm glow. Another Belford first -- The Bookbinders With the Warm Glow!

Belford

COVER STORY:

While the copywriter's identity is confidential . . . there's no mystery about his terrific talent for creating clever cordial contacts. Since 1950, he's done it every month with . . .

... Just Two Short

THE BELFORD COMPANY, creative binders at 317 West 47th Street, New York 36, N. Y., has scores of prospects scattered all over Metropolitan New York. They've also got a small sales force . . . which makes it impossible to completely cover their big market with frequent, periodic personal sales calls.

To fill the gap, Belford sends 800 of their prime prospects two short paragraphs of rib-tickling copy . . . beautifully printed on colored card stock. Amusing post card messages like the ones shown here have been calling on Belford prospects every month, without fail, since April of 1950.

The accumulative effect of these chuckle-filled "cordial contacts" (which cost about \$30.00 per month, including postage) has been tremendous. Not only have they kept Belford's name before important buyers for six solid years, but they've also kept Belford salesmen popular . . . during long periods between calls.

When a Belford salesman calls on a prospect after a lengthy absence, he usually finds the latest mailing is a natural conversation starter . . . which gets him in the door. Even when prospects have no intention whatsoever of buying, they often tell the salesman, "It's no use for you to call . . . but please don't stop sending those post cards!"

Aside from the fact that the cards have a distinctive format (different colored stock each month, rounded corners, personally stamped and addressed, etc.) . . . it's their clever copy which is directly responsible for making them a powerful Belford popularity builder. Sales manager Harold Goldring told us he'd rather not reveal who writes it . . . probably because it might destroy a convincing illusion that the cards are written by Belford salesmen, themselves.

Who ever the anonymous author is, he's a talented wordsmith who can put more personality into two short paragraphs than a lot of copywriters

Sixty six advertising agencies, we learned recently, each exceeded ten million dollars annual billing during 1955. We thrilled because most of them are Belford customers. But we unthrilled when we failed to find our own advertising agency among those eight who entered the charmed ten million dollar circle for the first time. Don't they count our account?

Several years ago, via these monthly Corncards, we informed you about our new Scrapbooks. We told you they are carried in stock in four sizes with either gray or black sheets. Your orders for these Scrapbooks are now being received for which we are grateful. But what took you so long? Hereafter, will you please order your Corncards as soon as you get them?

Belford

47TH ST. • NEW YORK 36, N. Y. • PLaza 7-3750

Belford's PICTUREST has been granted a patent. We know they would do it for the PICTUREST is unique. With this new, patented, counter easel, your reprints are held snugly and can be changed simply by raising and lowering the clear acetate protective sheet. We know of no other counter easel with this feature backed by the might of the U. S. A. (advrt.)

Rumor has it that our bookbinders work in air conditioned surroundings and enjoy witty conversation while listening to the daily baseball broadcasts. It is also rumored that bottles of cold beer are always within easy reach. Their only respite, according to the same rumor, is high, weekly take home pay.

Belford

317 WEST 47TH ST. • NEW YORK 36, N. Y. • PLaza 7-9950

We have received several numerous requests for permission to reprint our Corncards. We glow when we receive these requests for they prove these Corncards are read and enjoyed. Although thrilled, we must insist that these monthly cards are written to obtain your bookbinding business for which service we render an invoice. We'd love to see both reprinted.

Here is a terrific money making idea that we'd like to share with you -- the idea, that is. It involves going through your files and returning all the Belford samples you can find. When they arrive, we'll keep a careful check for the one who returns the most will receive the most. If you have no samples to return, let us know and we'll gladly send you some.

Belford

NEW YORK 36, N. Y. • PLaza 7-9950

Paragraphs on a Postcard

by Dudley Lufkin, Field Editor

who take a three page letter. With a mixture of wisdom and wit, he bangs home his sales point hard . . . by making it sound as though he really doesn't give a damn one way or the other. The result is . . . his readers love him.

By not taking the thing too seriously, this copywriter has scored high readership month after month. He even goes so far as to define his literary efforts for Belford as "corn-cards." Here's how he explained the "corn-card" campaign in one of the very first mailings:

Your arsenal of interesting trivia will be augmented by the knowledge that these Belford concards are divided into two parts. Part one is humorous and part two is serious. Sometimes part two will precede part one. This may cause some confusion because people may become serious while reading the humorous part and chuckle when we make our pitch for their business. Please, gentlemen, laugh when you are supposed to and give us the business when you are supposed to—either in part one or two.

When we asked Harold Goldring

why a serious, highly competitive binding business embarked on such an offbeat, pun-loaded approach, the sales manager gave us this logical answer:

"Like the printing business, most important buyers of sales presentations, easels and book binding know as much about them as the seller. By underplaying, soft-pedaling the sales pitch, we don't preach 'products' . . . but create a 'personality'."

But he still wouldn't tell us who does the actual creating. When we read the entire "corn-card" series a second time, we got to thinking that perhaps Mr. Goldring was smart, indeed, to keep the identity of their exclusive "personality" a mystery.

The woods are filled with companies which have the same big sales problem as this New York binder. And if you were Belford, you too would probably want to keep an exclusive on such a wonderful solution: just two short paragraphs on a post card. ●

Twenty-three months ago, via these Corncards, we announced the birth of our Junior Clareports. A few readers did not appear to realize as this startling document to the effect that these Junior Clareports were fully patented as of December 6th, 1955. Included was a hope a sample will help!

Every day is every day and we are getting more and more phone calls and interestingly enough we are getting more and more calls from the of the nearest people around as well as if you don't mind, please fill in the following sentence in twenty-five words or less:

Give Belford the business. Because . . .

Belford

NEW YORK 36, N. Y. • PLaza 7-9950

There is a clever, new item on the market that you will like very much when you see it. It is made of clear acetate and its function is to protect your magazine. This noble effort, answer- ing to the name CLARACOVER, attaches simply and easily to the magazine front cover. We invented CLARACOVER for the sole pur- pose of protecting magazines against soiling and tearing. Another purpose was to make money. Samples for inspection.

We sent a circular to our personnel to discover how many years each had been a bookbinder. The results were amazing. After adding all the years of experience we divided by the number of employees to discover their average. This average improved when computed in months. In fact, the average improves with each bookbinding job . . . and vice versa.

Belford

317 WEST 47TH ST. • NEW YORK 36, N. Y. • PLaza 7-9950

We were thrilled to read the praises heaped on General Motors the day their fifty millionth auto rolled off the assembly line. Naturally, being manufacturers too, we wondered when our fifty millionth Clareport would roll off our assembly line. Your Clareport orders can bring that day nearer and prove, at the same time, that fifty million Clareports can't be wrong.

Should anyone ask, Clareports are those new, fully patented report covers that are made and sold exclusively by Belford. They are carried in stock in three qualities — the De Luxe for the De Luxe budget, the Standard style for the standard budget and the Junior style for the Junior budget. Three styles for three budgets — custom made to fit. Our hand has never lost its skill.

Belford

317 WEST 47TH ST. • NEW YORK 36, N. Y.

NATIONAL BUSINESS SHOW REFLECTS THE BIG BOOM IN AUTOMATION

WITH A DESCRIPTIVE THEME of "Automation Personified", the massive 48th National Business Show held in New York on October 15th to 19th left one thing crystal clear:

Direct mail automation is sweeping the nation.

Covering more than twice the area of last year's show, the huge business exposition spread over a total of 5 acres on two floors of New York's mammoth Coliseum. 365 exhibits—87 more than last year—showcased hundreds of modern business products and services . . . including everything from "accounting forms" to "xerox services".

The 1956 Business Show was truly the largest of its kind ever held anywhere in the world. And, representation of manufacturers selling direct mail equipment was never greater—anywhere.

But the biggest question answered by the show was not "how much?" . . . but "how?" An enlightening tour through the Coliseum produced the answer in one word:

Automation.

While it's impossible here to fully describe all the achievements displayed at the show, here's a brief outline covering just a few of the many impressive show-stoppers:

Duplicators:

▶▶ Duplicating has moved into the quality bailiwick of the printing press. Rex-Rotary Distributing Corp. featured their "Electro-Rex" electronic stencil cutter . . . producing stencils or plates from practically any graphic material, including photos. The "Electro-Rex" process is an optical scanning system which picks up image of original, then transfers it to a cutting stylus which cuts a perfect plate.

▶▶ The first single cycle electric mimeograph was introduced by A. B. Dick Co. It features a foot switch which activates an electronic device,

permitting the cylinder to turn exactly one revolution. Cylinder stops in a position which assures exact register on labels, etc.

▶▶ Ditto, Inc. introduced a new model offset duplicator with an "electronic brain" . . . eliminating operator control for second runs. The automation unit can be programmed to "remember" the correct combination of ink, moisture and number of copies for any particular run. Then, identical copies can be duplicated at the touch of a button.

Inserting & Mailing Machines:

▶▶ Automation is a vivid reality in mailing operations. Inserting & Mailing Machine Co., for example, showed a single machine which gathers up to 8 enclosures, opens envelopes, stuffs enclosures, seals the envelope flaps, prints postal indicia, counts and stacks the finished mailings. Only human effort needed is to fill emptying feed boxes. Perfectly processed mailings come out at the rate of 4,500 per hour. Machine turns out more pieces per hour than could be done by a staff of 10 mailing clerks.

▶▶ Pitney-Bowes demonstrated what is claimed to be the fastest inserting machine on the market today . . . their Model 3100. It collates, and inserts enclosures, opens and stuffs envelopes, counts, seals, stacks and optionally imprints postage with a potential cycle speed of 6,000 pieces per hour. The 3100 also features electronic light detectors to insure accurate insertion, etc.

Typewriters:

▶▶ International Business Machines premiered the first typewriter with "electronic intelligence" . . . which "reads" as it writes. An electronic "sensing unit" inside the machine automatically finds the correct spot to stop the carriage for typing. This

"electronic intelligence" eliminates presetting of tab stops, etc., because it reads right from the paper being typed.

Automatic Letter Producing Machines:

▶▶ Automation has also come to personal letter production. Addressograph-Multigraph Corp. demonstrated their Model 1938 Letter Writer and Printer. This single machine takes a blank sheet of paper, and in one automatic operation prints the personal salutation, letterhead and body text and facsimile signature. It also handles printing and addressing of reply cards and envelopes . . . from blank envelopes or cards. The machine also offers automatic name selection during the run . . . without disturbing the plate file sequence. Makes pinpointed mailings possible . . . by automation.

▶▶ Another new Letter Writer and Printer, called the Adrema, reproduces individually personalized letters in up to six colors. Manufactured by Adrema-Werke of West Berlin, Germany (marketed here by Efficiency Machine Corp.) the machine prints the letterhead, date, name of addressee, text and salutation at speeds up to 4,000 per hour. Marginal notes, postscripts, underlinings, etc. can also be printed at the same time.

* * *

This report only scratches the surface of countless electronic wonders now available from manufacturers leading the way toward faster, more systemized and controlled direct mail production. Through research and engineering achievement, exhibitors at the 1956 National Business Show presented a first-hand demonstration of "Automation Personified" . . . one of the brightest stars in direct mail's immediate future. ●



Three new "How" books of special interest to *direct mail advertisers*

Carrying on its tradition of supplying helpful, service-type booklets to envelope users, U.S.E. announces the publication of three pieces of printed matter which should be of special interest to those concerned with the production and use of direct mail advertising. Each is pictured above and briefly described at right. Ask your envelope supplier, or write to Advertising Department, United States Envelope Company, Springfield 2, Mass.

1. 16-page folder "How to Increase the Effectiveness of Direct Mail with Envelopes" features styles of envelopes and printing devices which have been found effective in direct mail advertising.

2. 8-page folder "How to Select Envelopes That Speed Up Inserting Machine Operations" designed to minimize down-time of inserting machines through fore-knowledge of best styles and sizes of envelopes to use.

3. 28-page booklet "Practical Digest of Postal Rates, Regulations, and Envelope Specifications" — a brand new approach to an understanding of P. L. & R. references affecting the ordering of printed envelopes for use in the mails.

UNITED STATES ENVELOPE COMPANY



SPRINGFIELD 2, MASSACHUSETTS

15 Divisions from Coast to Coast

An Investment Dealer Plans a Direct Mail Campaign

by **Ferd Nauheim**

*Direct Mail Consultant, Partner, Kalb, Voorhis & Co.,
Members New York Stock Exchange*

HE IS AN INVESTMENT DEALER operating in a fair sized city. We'll call him Mr. Blue. Mr. Blue has been in the securities business for more than twenty years. During the past five years he has specialized in the offering of Mutual Fund shares. He has eight good salesmen working for him and Mr. Blue is doing fine. His business is growing. Like any good business man, however, he wants more growth and his salesmen want more good leads.

That's why we're talking.

I had been asked to visit Mr. Blue to help him to develop a lead-getting direct mail campaign. "I've tried every kind of direct mail," he told me, "but the returns are very meagre and expensive. I keep at it only because I hear so many people in the industry telling me that it can be the most effective type of advertising I can do."

First we tackled the list question.

"What kind of lists are you using?" I asked.

"I've tried all kinds of lists," he said. "We use stockholder lists whenever we can get them. A mailing house in town has a swell list of the wealthiest people in the area. I've used that once or twice. The head of the Cadillac agency here is a friend and client of mine and he's let me use his list. Now let me show you the kind of mailings we've made."

But I said, "Hold it a minute. Maybe your mailings have been wonderful, but you have told me already why your results are *not* so wonderful. Mr. Blue, you and your salesmen have done a fine job selling mutual fund shares. Have you ever taken an inventory of the kinds of people who buy from you?"

"Well, an inventory, no. I have a pretty good idea of what they're like." Then he pulled out a card file and started giving me some statistics . . . human statistics.

After twenty minutes a picture had been formed. Mr. Blue and I could

see that his average customer was a pretty average guy. He was a working man earning something in the neighborhood of \$10,000 a year. He was married and had two kids. He range in age between 30 and 40. He had some life insurance, a modest savings account and normal, healthy dreams about the future. Very few of them owned any securities prior to their mutual fund investments. Most of those who did either had stock that had been left to them or stock of the company they worked for.

I was ready to ask the next question, "Apparently the composite man we've just visualized is the man most interested in what you are offering. Are you satisfied with the kind of business you are getting from Mr. Composite?"

Yes, he was. The average investment these folks had made was about \$1800. A great many of them were making systematic investments every month which meant a steady flow of effortless commissions earned.

"Fine," I said, "Let's go back to lists then. You've used stockholder lists, wealthy lists and Cadillac owners. Mr. Composite isn't on one of

them. I'll agree that many of the people on the lists you've been using should be in mutual funds, but they are the toughest prospects you've got. Most of them probably have established relations with a competitor of yours. All of them probably get mail from quite a few investment firms. There are ways to reach such people by direct mail. Right now, however, you are interested in getting a good supply of leads for your sales force. Don't you think it would be a good idea to concentrate first on the limitless number of Mr. Composites in town? Your records show that you know the language of these people . . . they want and need what you offer . . . they are good customers to have."

Mr. Blue agreed. We talked for a while about the best means of getting the Mr. Composite lists. Finally it was decided that since his salesmen would be following-up each inquiry with a personal call, it would be a pretty sound idea to tackle the prospects by neighborhoods. Mr. Blue and his men know their town well. The street address telephone directory would be a useful tool. They could select those neighborhoods where the

Ferd Nauheim



Reporter's Note: When Ray Trigger of Investment Dealers Digest asked me to appear at Mutual Fund Convention last September . . . I had to do some serious studying of Mutual Funds and their promotion. Since that Chicago Convention, I've heard from many Investment Dealers . . . wanting to know more about direct mail for their business. I asked my old friend, Ferd Nauheim of Washington, D. C., to help us out. Here is his first contribution . . . and we hope there will be more. Although it's a peculiar field . . . the thinking contained here could be applied to many businesses who have not analyzed their market too clearly. Ferd Nauheim (1037 Woodward Building, Washington 5, D. C.) has done some remarkable things with direct mail . . . especially in financial fields. He has furnished consulting and creative service all over the map. Recently he became a partner in Kalb, Voorhis and Co. — members of the New York Stock Exchange. If our Mutual Fund friends have further questions . . . shoot them along and we'll try to get Ferd to answer.—
H. H. Sr.

Mr. Composites lived. When a campaign brought in inquiries they could save a lot of travel time by concentrating on comparatively compact areas.

Then we turned to another list of questions. "Mr. Blue," I asked, "Have your salesmen ever done any cold turkey calling?" They had. "And when they did make cold calls did you find that they were making a fair number of sales the first time they had a chance to talk to a prospect?"

"Oh, no," he laughed, "That rarely happens and it's just luck if it does. The average is that a sale is made on the third or fourth call."

It was my turn to laugh, but I didn't. I just asked, "How do you expect a piece of paper to do what a well trained, flesh and blood, personable salesman can't do? When you were telling me of the different lists you have used I got a clear impression that you have tried one list after another."

He admitted he had and it didn't take much conversation for him to reach the realization that the only sound direct mail campaign he should contemplate was one based on repeated mailings to a carefully chosen list.

The mailings Mr. Blue had been using were spread out on the table. There were eight different ones. Four were triple postcards provided by four different Mutual Funds. They merely named the Fund in question and invited the reader to send for a free prospectus. Two were envelope mailings on specific Funds. Each of these carried a letter, a heavy prospectus and several pieces of additional printed matter. Third Class postage, on each of these, was 6¢ a unit. Neither contained any reply form. The remaining four embraced two that carried nothing but a printed folder with Mr. Blue's imprint and two letters. The letters were heavy, colorless and studded with Wall Street terminology.

Then we went to work.

The thought behind the campaign we created was to show the people on his Mr. Composite list that they had a great need . . . that an investment in a Mutual Fund might provide a dynamic answer to the need . . . that Mr. Blue and his staff were mighty nice and well qualified people to deal with . . . that it was immensely important to Mr. Composite that he make an appointment.

Three of the letters created for Mr. Blue, and their results are shown at the right. ●

Mailed to people in average - to - upper income neighborhood, this letter brought a return of 3%.

With an enclosure of the "Old Age" folder, this letter to cold prospects brought a return of 4.4%.

Also sent with the "Old Age" folder, this letter to young men, junior executives, etc., brought a 7.2% return.

Perhaps you've never invested

Actually, most people haven't. In recent years, however, a great number of people who never invested before .. never dreamed that they would or could .. started.

They didn't start because they suddenly struck it rich or received big salary increases. As a matter of fact, many of them started because they figured they never would strike it rich.

The thing that got most of them started was learning about Mutual Funds. The amazing thing about a Mutual Fund investment is that anybody can get started with even less than a hundred dollars. Even that modest sum gives them part ownership in a large number of thriving big corporations. It gives them four varying dividend checks each year and it gives them professional investment management.

If you want to learn more just use the postcard you'll find with this letter. You can use it to ask for a free booklet or you can use it to ask me to visit you. Check off whatever you want and please mail it now. The card is addressed and needs no postage.

Sincerely,

Ask yourself three questions ...

Perhaps the last thing in the world that you've been thinking about is investing in common stocks. But before you put the idea aside take just a moment to ask yourself these questions:

1. How much am I doing to prepare for my family's future ... for my own future?
2. To what extent have my dollars kept pace with the decreased buying power of the dollar?
3. How much have I benefitted from the power and the expansion of American industry?

And there's one additional question you might ask ... What steps have I taken to acquaint myself with modern investing methods that will permit me to have part-ownership in scores of big corporations; will bring me four varying dividend checks a year and full time professional management even though I make only a very modest investment?

I'm available to answer the last questions for you. I'll see you where and when you find it most convenient and you can be sure that you won't be placing yourself under any obligation. Just use the postcard to set the date.

Sincerely,

How many years have you?

How many years do you have before you'll stop working for money and money should be working for you? Not as many as you may think.

If you follow the studies being made of the effects of our growing birth rate, automation and greater longevity, you'll realize that the national trend is to a shorter day, a shorter week and an earlier retirement age. These are all factors that may make it ten years sooner than you expect.

And how well prepared will you be to retire?

The enclosed folder discloses the tragic lack of thought men have even to the problem. It's a mighty serious subject and those who conquer it are those who learn early in life that this is the time to start.

Please read the folder when you can give it your undivided attention. It is about old people, but it is not addressed to old people ... for they it is too late.

After you've read it let's get together and talk about the things you may do now. Mail the postcard I've enclosed to tell me when and where we can meet.

Sincerely,

**NOW
RAPID
FILM
LETTERING
TO ANY SIZE
YOU WANT**

**Reduced or Enlarged...
Positive or Negative**

Still only \$1 a word!

With our newest equipment, Rapid Film-Lettering gives you a choice of lettering styles in exactly the sizes you need for your layouts or mechanicals, eliminating the usual delays and expense of stats.

No minimum. No extras. Round-the-clock service. All styles. Glossy prints for reproduction. Mail deliveries anywhere in U.S.A. Order from Style Book DM. Free on request.



**RAPID
TYPOGRAPHERS INC.**
305 East 46 St., N.Y. 17
Murray Hill 6-2445

**22 Mail Order
Experts Answer
Nearly 600
Questions In
MAIL ORDER
STRATEGY**

... an idea-packed manual of personal interviews conducted by Lewis Kleid. The volume is profusely illustrated... showing samples of material the experts use to get orders by mail. Price is only \$7.50... direct from The Reporter of Direct Mail 224 7th St., Garden City, N. Y.

Sunken Roads

by Glenn Stewart, Advertising Manager
Kalamazoo Parchment Co., Kalamazoo, Mich.

Reporter's Note: We've always admired the writing ability of Glenn Stewart, advertising manager of Kalamazoo Vegetable Parchment Company, Kalamazoo, Michigan, and editor of its h.m., "The KVP Philosopher" (now in Vol. 25). Glenn has been outdoing himself lately with human interest accounts of a trip abroad. His descriptions are as fascinating as a best selling novel. We can't resist reprinting this item from Vol. 25, No. 6. It contains some sound advice all of us should take to heart as an old year draws to an end and we face another year of planning.

ON THE 17TH OF JUNE, 1815, the word Waterloo stood only for an unimportant little town in Belgium. By night of the following day it had taken on a new meaning. For it was on that day an allied army under the Duke of Wellington met a French army under the Emperor Napoleon. Napoleon lost. From that day to this, the name Waterloo is a synonym for failure.

Why did Napoleon lose? Historians offer a number of reasons. Napoleon himself said it was because General Grouchy did not follow orders. Most agree that had the timing been better, had forces gotten to where they were supposed to be at a certain time, Napoleon would have staved off St. Helena a little longer.

Victor Hugo, with more the eye of a romantic story teller than that of a historian, placed a good bit of the blame on a "sunken road." According to his account, a strong French force which could well have turned the tide of battle was marched in close order toward the front down a road which led through a narrow defile. In this gully they were caught by heavy artillery enfilade and slaughtered so that the dead were piled up until they filled the gully from bank to bank.

Since Napoleon was usually a master at making the enemy fight him on a site of his own choosing and knew the terrain in advance as well as he knew the palm of his hand, the story does not stand up too well. Yet there is just a possibility that it has some truth, that through some slip of his Intelligence, he did not know of this sunken road. Or if he did know of it, that he did not consider it of much importance. And so "he met his Waterloo."

Thousands of battles have been lost by similar ignorance. That is why we have the axiom, "An army is no better than its Intelligence." Where is the enemy? How many? How is he equipped? Where are his supply lines? What is his morale? Does he like to stand and slug it out or will hit-and-run tactics upset him? Where are the rivers, the woods, the swamps, the gullies, the roads? This is the knowledge that wins battles.

For every military defeat because of a sunken road there are ten thousand business Waterloos for the same reason. The management either lacks all the needed information, or it does not assign it its proper importance.

This company, KVP, nearly ran into a sunken road the very first year of its existence. The founders thought they could get going on a capital of \$50,000. It wasn't enough, not even in 1909. Only by the grace of God and some baling wire did they pull through. If one stockholder hadn't met a weekly payroll or two from his personal pocket, they might not have made it. The business corpses in the sunken road marked *Too Little Capital* far outnumber the bodies of the Frenchmen in the sunken road at Waterloo.

Unwillingness to change fills another sunken road with skeletons. "My father did it this way, my grandfather did it this way, I will always do it this way" is the inscription on countless business tombstones. There is more of it left today than you may think. *When you're through changing, you're through* should be as much in the consciousness of the business manager as *Safety First* in that of an airplane pilot.

You are away ahead of us in naming a dozen other sunken roads. Trying to get along with too little research, too little advertising, too little modernization, taking too much for granted, carelessness of quality, indifferent labor relations, slack credit policy.

Sunken roads, known and evaluated in advance, can be avoided. Unknown, or dismissed as unimportant, they lead only to Waterloo. ●

You can get it all from Mead *Papermakers to America*

With experienced papermakers, modern mill facilities, and vast woodlands, Mead is in an exceptional position to make and market a wide range of grades. Here is a list of products, each of which successfully meets three Mead requirements: it is the best of its class; it fills a real customer need; and it provides ever greater value through improved quality.

- ★ Correspondence and Office Papers
- ★ Letterpress Papers
- ★ Offset Papers
- ★ Indexes and Bristols
- ★ Cover Papers
- ★ Specialties
- ★ Label Papers
- ★ Business and Accounting Forms Papers



THE MEAD CORPORATION

Dayton, Ohio

Sales Offices: Mead Papers, Inc., 118 West First Street, Dayton 2, Ohio
New York • Chicago • Boston • Philadelphia • Atlanta

RESULTS OF THREE SURVEYS REVEAL

Mail Order:

What Do Mail Order Sellers Say About Business Conditions?

LEWIS KLEID COMPANY, mailing list consultants at 25 West 45th Street, New York 36, N.Y. conducts a Continuing Study of Mail Order Trends . . . by periodically questioning a number of big mailers about mail order business conditions. To check the pulse of mail order's different interests, the questions are directed to three panels of experts, representing: 1) Magazines, publishers, book clubs, etc.; 2) Business and financial mailers; and 3) Mail order gift sellers.

Results of the latest Kleid survey, released in late October, showed that enthusiasm and optimism is running high with most mail order sellers. They had a good year up to October . . . and the presidential election as well as Mid East and Hungary situations seemed to have no dampening effect on late 1956 mailing plans of all three groups. Overwhelming optimism was clearly indicated by a majority of comments to the question:

What's The Outlook For Last Quarter of '56?

- 16 out of 19 publishers asked said it was "good".
- 12 out of 15 Bus-financial mailers replied "good".
- 15 out of 23 gift sellers asked commented "good".

Further indication of good mail order business conditions was seen by the fact that many mailers said they were mailing in increased volume . . . right through to the end of the year. All three groups also expressed considerable interest in the Canadian market, still a fertile mail order field.

In short, most survey respondents feel sure of a profitable mail order future . . . probably because of good '56 results reported in these statistics:

	MAGAZINES, BOOK CLUBS, PUBLISHERS	BUSINESS & FINANCIAL MAILERS	MAIL ORDER GIFTS
How did the 3rd Quarter of 1956 compare with the 3rd Quarter of 1955?	%	%	%
Better	54	29	41
About the Same	24	50	44
Worse	22	21	15
How does the first 9 months of 1956 compare with similar periods of 1955?			
Better	56	59	50
About the Same	26	36	40
Worse	18	5	10

Pharmaceutical:

What Does PH Receive

EVERY YEAR, for many years, Ha (Nei Avenue, New York 13, New Y s ma "selling mail" received by the avera sici between May 1st, 1955 and April 30 5 . . is receiving more mail than ever be abou vious year. But only about 10 a wee t qu the amounts for last four years . d a

COUNT MAILIN

Pharmaceutical
Medical books & Journals
Equipment & Instruments
Miscellaneous

BREAKDOWN MAIL

TYPE OF ADVERTISER

Pharmaceuticals
Medical books and Journal subscriptions
Medical equipment and instruments
Miscellaneous—includes all mail of a non-medical nature

TYPE OF POSTAGE USED

Printed permit
Postage meter
1½¢ stamp
2¢ stamp
First class
Government post cards

SELF-MAILERS AND MAILING CARDS

Sealed
Unsealed
Mailing cards
Government post cards
Sample request cards enclosed
Samples
Blotters (1 or more) enclosed
House magazines
Letters enclosed

NUMBER OF PRODUCTS ADVERTISED IN

One product
Two products
Three products
Four products
Five products
Over five products

EA SOME INTERESTING 1956 STATISTICS

Does Physician Give His Mail?

ars, Ha Neill of Clark - O'Neill, 100 Sixth
New York made a survey of the amount of
the average physician. His latest report on period
April 30, 1956 . . . shows that medical profession
ever be about 500 more mailings than pre-
0 a week not quite 2 a working day. Here are
years . . . a breakdown of mail received:

COUNT MAILINGS

1956	1955	1954	1953
4010	3534	3178	2883
91	109	78	100
38	52	58	59
314	264	244	263
4453	3959	3558	3305

BREAKDOWN MAILINGS

PERCENTAGE OF TOTAL

1956	1955	1954	1953
90.0	89.3	89.3	87.2
2.0	1.3	2.2	3.0
1.00	2.7	1.6	1.8
7.0	6.7	6.9	8.0
81.0	78.6	73.6	72.2
7.9	10.2	13.3	16.9
1.2	1.9	2.0	1.3
2.6	2.7	3.5	3.1
3.3	4.0	3.6	2.4
4.0	2.6	4.0	4.1
58.3	51.7	47.1	47.3
5.5	6.5	5.5	7.1
19.5	18.0	17.8	16.1
29.3	24.6	19.8	20.0
4.0	2.6	4.0	4.1
9.5	9.5	9.9	10.6
12.0	15.4	16.3	15.7
2.5	3.7	4.6	5.7
3.0	4.2	5.1	5.5
18.1	21.8	19.3	21.2

CARDS

ADJUSTED INDIVIDUAL MAILINGS

83.7	80.6	80.1	78.3
7.8	7.7	7.6	10.6
2.3	3.2	3.3	3.5
1.4	2.5	2.4	1.5
4.0	0.6	0.9	0.9
4.0	5.4	5.7	5.2

Insurance:

What Does An Insurance Agent Receive In His Mail?

OUR OLD FRIEND, Tom Bartlett of the Tom Bartlett Insurance Agency, North
Baltimore, Ohio (previously mentioned in *The Reporter*), became burned
up with all the newspaper stories about "junk" mail. Tom has been so suc-
cessful in his own use of the mail . . . he decided to make an intensive study
of the mail he received.

His findings were published on page 48 of the September 1956 issue of
The Local Agent (monthly insurance magazine for fire, casualty and surety
agents), published by the Commerce Publishing Company, 408 Olive St., St.
Louis 2, Mo.

We think the DMAA should issue reprints of this sensible study by an un-
biased user . . . but you can get single copies of this issue for 25¢. Tom's
article was headlined:

I Checked My Mail For Four Months

*It's a good way to determine how much "junk" and
how much valuable mail an agent is receiving.
And it's a good way to pick up some direct mail ideas.*

Tom tells about how he went about his survey . . . how he separated his mail
into all the categories which he might have an interest in. For instance, he not
only sells insurance, but also real estate. And he handles Greyhound bus
tickets and is active in Rotary.

Some of you readers of *The Reporter* might be interested in seeing Tom
Bartlett's statistical breakdown . . . including percentages of mail received:

	JULY	AUG.	SEPT.	OCT.
Total Pieces of Mail	404	411	413	470
PERCENTAGE OF EACH				
1. Relative to Insurance	.453	.499	.433	.451
2. Rotary	.048	.051	.0508	.042
3. Magazines, papers, etc.	.1287	.121	.15	.1085
4. Personal mail	.0742	.0681	.104	.10
5. Real Estate	.0017	.0012	.026	.019
6. Greyhound	.028	.0267	.029	.019
7. Insurance Advertising	.0693	.084	.0944	.112
8. Miscellaneous	.1346	.094	.097	.115
9. Junk Mail	.0625	.046	.0158	.0335

HOW TO BE SUCCESSFUL-

By Making Your Distributors

Successful Direct Mail Users



by T. K. Russell, Advertising Manager,
American Pulley Co., Philadelphia, Pa.

IN RECENT YEARS, it has become more and more apparent to us that the key to successful relations with distributors goes beyond profit margins, deliveries and other sales policies.

A distributor measures a manufacturer's value to his operation in some degree by the assistance the manufacturer offers him to help move goods off his shelf and into the consumer's hands. Perhaps this is reflected from the so called lack of efficiency of so many of the modern salesmen or perhaps it is because of the high cost of direct selling and the need to do more pre-selling and conditioning of prospects before the salesman appears on the scene. What ever the reason, several things stand out in this evaluation placed upon a manufacturer by his distributor organization. These are:

1. How well does the manufacturer advertise in the distributor's territory?
2. How does the manufacturer identify the distributor as the local source for the product?

3. What does the manufacturer do to help the distributor identify himself as the source of the advertised brand?

The first of these three questions can be best summed up by a careful analysis of the subscription lists of the business publications on the manufacturer's schedule and the completeness of that schedule.

The second question is a matter of the copy the manufacturer places in the white space he purchases in business publications.

The third question is perhaps the most vital of the three, if we place ourselves in the shoes of the distributor. On several occasions, at distributor meetings I have heard distributors say, "All that national advertising is very nice, and impressive, but what are you going to do for me in my territory?"

For several years, we produced a handful of self mailers using mostly ad reprints, crude imprinted government post cards and a few hurried envelope stuffers as a means to pacify our distributors and show them we had a "program" for their use on a local level. Some distributors went so far as to use them because they had nothing better. Their results were never very encouraging.

Birth of a Distributor Program

In 1956, we decided that we had to have a real direct mail program for our distributors. Because of our limited budget, we had to keep our costs down . . . but at the same time, we wanted the best campaign we could provide. The result was a series of six self mailers in two colors which we ganged up and ran as one job. We elected to use two colors we had not used before on any of our literature . . . black and a dark yellow.

The six pieces were designed to provide our full line distributors with a six-unit campaign which would sell the five basic product groups individually, and the entire line as a whole. This also enabled the distributor who did not carry the full line to use only the mailers which sold the products he handled.

Since we are in the materials-handling business, each piece started off with a suggestion of the use of the product featured. "Move it with American" was used on the mailer for two-wheel hand trucks and again on the mailer for four-wheel platform trucks. "Lift it with American" was used on the lift truck mailer, "Tip it with American" was used on the bar-

HANDLE IT WITH AMERICAN MOVE IT WITH AMERICAN ROLL IT WITH AMERICAN

rel cradle and carboy tilter mailer, and "Roll it with American" was used on the industrial wheel mailer. The sixth, covering the line used the same basic format but with the background colors reversed. It was entitled "Handle it with American."

The initial run was 50,000 of each mailer. Based on previous experience this quantity would have been sufficient for all the requests we would get for some months. We announced the series in a routine way with a covering letter and an order blank in which we asked for imprinting instructions. We imprint our literature free of charge for our distributors.

Within four weeks, it was apparent we would have to reprint quickly, and a rush order went out to our printer to run a second 50,000. Five weeks more and we were out of the second batch. A third order for 50,000 has been printed, and two of the six have also been individually reprinted in additional quantities of 50,000. Altogether, we have printed one million self mailers in the past few months and furnished them to our distributors.

"Most Successful DM Every Used"

Are they using them? They sure are! Our salesmen report outstanding results from all parts of the country.

One distributor in the Pacific Northwest reported that within a week after mailing five hundred hand truck self mailers, he had sold seven truck orders for two-wheel hand trucks and one powered lift truck of another firm's manufacture (ours is primarily a manual handling equipment line). He was equally enthusiastic about the other mailers and reported at the conclusion of his mailings that they were the most successful direct mail pieces he had ever used.

For our own confirmation of these reports, we mailed 20,000 of each to a group of rented lists such as wholesale grocers, bottlers, funeral homes, department stores and railroad and trucking firms. We made it hard for the prospect to reply. We sent no reply card. We imprinted in the regular distributor area simply a keyed address and the offer of a catalog.

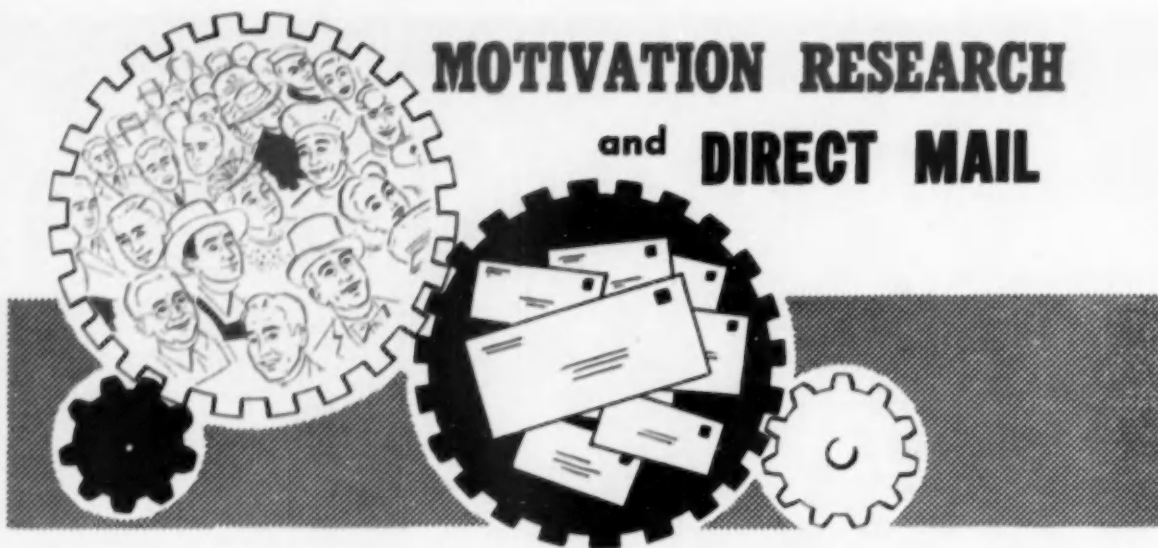
Our responses ran around six percent with requests for catalogs, quotations, purchase orders and requests for addresses of local outlets.

A prompt follow-up system sent literature and/or prices to the prospect and the name of his nearest distributor, who in turn was advised of the inquiry. As far as we can determine, about 10% of these inquiries have resulted in immediate sales. One rather humorous incident took place in the middle west. A funeral director ordered a lift truck and talked the distributor into loaning his demon-

strator model to him until his own truck could be delivered. The order came into us with a note appealing for fastest possible delivery since the distributor had several other prospects on the brink.

All of this success with these self mailers has prompted us to carry the same color scheme over into all our materials handling literature and into our two-color space advertising. We are thus building further the togetherness identification of our distributors and our products. We have carried it a step further and provided our distributors with a series of six advertisement insert pages which they can use in their local areas in regional books and franchised circulation publications. Thus, by using an insert in January, the corresponding self mailer in February and so on, a twelve month coordinated space and direct mail campaign can tie the distributor and manufacturer together with his prospects for an entire year.

During 1957, our program of direct mail support for our distributors will be almost three times what it was in 1956. Why? Because we are convinced that the key to successful co-operation between a manufacturer and his distributors is the quality and effectiveness of the vital local pinpoint identification by direct mail, of the distributor as the source of our product in his area. It pays off in sales for the distributor and for us. ●



MOTIVATION RESEARCH and DIRECT MAIL

MASS MOTIVATION RESEARCH has been kicked around by the advertising fraternity for the past few years. Praised by some. Damned by others. Most direct mail people looked at it with a jaundiced eye . . . judging by the survey we conducted for the January, 1956, *Reporter*. Most of the criticism was due, we think, to the confused and garbled descriptions or explanations given by the proponents of motivation research. They use high brow language which few could understand.

But at last we've read a sensible, easily understood explanation of motivation research. Tension Envelope Co. devoted their entire recent issue of *Envelope Economics* to the subject. (If you want a copy ask any Tension branch for #256.) The manuscript was written for Tension by Robert James Hughes of Weiss and Geller, a Chicago agency. We enjoyed his frank and understandable approach. Although *Envelope Economics* is copyrighted, we don't believe Walter Berkowitz will skin us alive for lifting and reprinting the copy from pages 13 and 14. It should whet your appetite to read the other pages:

Would Motivation Research Help Direct Mail? . . .

While many of the general findings of Motivation Research, as they relate to product and brand appeals, can be utilized in direct mail, there is a wide area for further exploration of the direct mail field itself.

Probably no other field of selling has accumulated so vast an amount of factual information concerning the effectiveness of its methods. Results from thousands of direct mail tests have been published—all based on actual tabulated replies or orders. Many individual firms have proved through tests which kind of envelope, what copy appeal, which colors, what offer, are most effective for them.

But in spite of this vast amount of substantiated data, no one knows the answer to the one important question . . . why?

Motivation Research may give us the answers to many of these vital "why" questions and save months of stumbling and testing.

Unfortunately, there has been little motivation study in this important field of selling. It could possibly answer many questions: Why do some letters bring orders while others end up unread in the waste basket? Why do some people routinely throw mail ads away?

What are the effects of colored envelopes and letterheads? Of different type faces and heads?

When is an informal, personal approach indicated? When should the approach be more formal? How about "gimmicky" openings? When is a long letter best and when should a short letter be used?

What kinds of products do best when many pieces are included in one mailing package? When should only one letter or brochure be used?

What mailing lists are best for

what products? What copy approaches are indicated with different mailing lists?

Why does a specific mailing piece get a tremendous response one time, and not draw at all when it goes out again? Under test conditions, why does one color envelope pull better than another the first time, but on repetition of the test, bring exactly opposite results?

Finally (and perhaps most important), what new ideas, new approaches and new attacks can be gained from Motivation Research.

Direct Mail Is the Perfect Medium to Test Motivation Research

Some day, perhaps, we shall have the answers to these questions. When we do, the effective value of direct mail will be increased many-fold. Direct mail that is meant to influence the reader will be more thoroughly read. Its copy and illustrations will tap the hidden emotions that will add influence to its message.

For firms who seek a response by mail, this pre-determined knowledge can mean lower inquiry costs, more orders per thousand, more profit, an opportunity to use marginal lists profitably, and offset possible increases in postal rates.

Motivation Research has a great deal to offer. Used properly it can become an effective and essential tool for every firm that has a product or service to sell. But it is not a complete panacea. It is not a "formula"

your work is as good as your bond...and



HAMILTON BOND

brings out the best in your work



Hamilton Bond is so clean and flawless that it's a pleasure just to look at it. Your pleasure mounts when you put it on your presses. For the beautifully smooth surface, the genuine watermark, and the precision cutting all mean that it *prints well*. It is prehumidified and moisture-proof wrapped, too, so that it *lies flat and feeds well*. And there's no lint or fuzziness, for every sheet is surface sized. Always *uniform in quality*, Hamilton Bond is available in a brilliant white and 10 practical colors. Here is a paper to give you satisfaction in all ways . . . always!

HAMILTON PAPERS Hamilton Paper Company, Miquon, Pa. • Offices in New York, Chicago, Los Angeles

Please send me your mailing list recommendation **FREE OF CHARGE.**

NAME _____

COMPANY _____

ADDRESS _____

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

WILLIAM MADDERN INC.
 215 FOURTH AVENUE • NEW YORK 3, N. Y.
 PHONE: SPing 7-7460
 CHARTER MEMBER: National Council of Mailing List Brokers

SEND THIS COUPON! It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.



For want of a nail the battle was lost...

Remember? For want of a nail, all was lost. The shoe, the horse, the rider and the battle...

Also remember: for want of a *thought*, the battle of direct mail may be lost. For want of *what* thought?

Why, the thought of enclosing your vital direct mail message in appealing envelopes that prompt your prospect to say, "This looks interesting!"

Now *that's* the kind of custom designed envelopes that are available from Cupples-Hesse Corporation, at no more cost than ordinary, run-of-the-mill envelopes.

The only extra element is the thought of using just the *right* envelope for super-effective delivery of direct mail.



Write wire or phone us for samples of our spectacular Emboss-A-Tone envelopes that can help build your sales.

CUPPLES-HESSE CORPORATION

4175 N. Kingshighway, St. Louis 15, Mo.

CUPPLES-HESSE CORP. of Michigan

3635 Michigan Ave., Detroit 16, Mich.

CUPPLES-HESSE CORP. of Iowa

1485 Kwo. Des Moines 15, Ia.

that replaces the copywriter with a psychologist's report and an adding machine tape.

Motivation Research merely provides the "direction." It indicates the basic appeals that will trigger buying impulses. It posts the warning signs for campaigns that repel rather than attract. It will still remain for the advertising man, the copywriter, the direct mail specialist to translate these theories and findings into eye-catching, interest-arousing ads, envelopes, letters, folders and mailing pieces. ●

HOW DO YOU MOTIVATE A MAILING?

Reporter's Note: There is so much confusion centering around the Motivation Research argument... you might like to read this sensible rebuttal, originally published in "Mailway," the always-good monthly bulletin of St. John Associates, 75 West 45th Street, New York City. Contains some good advice... especially for newcomers to the use of direct mail.

THESE ARE THE DAYS of daring new terms and resounding phrases in the advertising business. All about us we hear words like "motivation"... "audience research"... "depth interview" and dozens more, garnered from the laboratories, polished up by the business psychologists, and happily added to advertising's already lengthy lexicon.

Now this is fine, as far as it goes. For *everyone* who spends money on advertising—whether for a TV spectacular or for a thousand penny post cards—ought to know *more* about the people he's trying to sell, ought to stack the cards in his favor in every possible way by learning why people buy *what* they do *when* they do. But maybe we ought to look twice, and think thrice, before we invite the psychologists in to doctor up our direct mail!

Direct mail, first of all, has two big motivations—if we may use that term in this way—built into it already. It has two advantages no other form of advertising can offer; it is two steps ahead on the way to a good impression—for direct mail (yours, ours, everyone's) is *highly selective* and *personal enough to carry the name and address of the person you are trying to reach and sell*.

What's better motivation than calling your customer by name, and reaching him directly?

And talk about audience research, here's where your mailing lists and your timing come in. Whether you've built your own lists by names sent in by your salesmen . . . through trade directories . . . through suburbia-type listings of homeowners, car buyers, airline passengers—your lists are "audience researched" for you. For you, presumably, have selected only those prospects whom you think could, should or might buy your product.

What's better research than going after people who *should want* what you have? *How then do you motivate your own direct mail within this setting?*

A lot of the letters, folders, booklets and broadsides that come across our desks these days *fail* in their job simply because they forget the facts about their audience—the very facts they could and should turn to their advantage. *First*, too much direct mail today is too general, too unspecific, too indirect. You have hand picked your lists—then shouldn't you hand tailor your arguments—and get to the point faster, and make it!

Secondly, shouldn't you try to establish that all-important link between you and your prospect as quickly (and as believably) as possible? Too much direct mail starts off sounding like a speech—and only gets personal in the next to last paragraph (and that's usually never reached, or never remembered!)

Thirdly, start to talk in terms of the reader's interest within the first three lines of your letter or you'll lose him. After all, you've chosen to use a letter rather than a newspaper ad . . . you've selected your prospect by your mailing list . . . you've decided to write him because both of you might have something (a purchase and a sale) in common . . . so why not 'motivate' him in the most logical way of all, by *interesting* him.

Lastly, be sure that your mailings look the part. A good impression starts with appearance of your promotion. If you use filled-in letters, then buy the best fill-in work—for nothing's worse looking than a poor job. If you use any kind of letter reproduction, buy the best—for every letter you send speaks for you. If your pieces are attractive they'll attract attention; if they are welcome to the eye, they'll be that much more likely to reach the reader's head.

And that, when it comes right down to it, is the kind of motivation you're looking for. ●



THROUGH DIRECT MAIL

Like 'most any business, an airline is constantly working to convert prospects into customers—paying passengers. And that's why TWA uses direct mail . . . created by the Hickey Murphy Division of James Gray, Inc. . . . to get early reservations for group travel to conventions and meetings.

Hickey Murphy's thorough understanding of TWA's services . . . plus its ability to "talk" the prospect's language . . . and its specialized knowledge of copy, layout and production . . . keep TWA Convention Sales on the beam.

Learn for yourself how the creative services of Hickey Murphy can work for you. Send today for your free copy of *How To Put Action Into Your Direct Mail*—and ask to see the case history file.

the
HICKEY MURPHY
division of
JAMES GRAY INC.

216 East 45th Street
New York 17, N. Y.

Murray Hill 2-9000

Deadly Direct Mail Mistake No. 2

Give the Reader a Reason for Not Reading Your Mailing

By Maxwell Sackheim

HAVING induced the reader to open your mail, even if only by giving him no reason for not doing so, you are faced with the possibility of his discarding it unless his interest is held.

It is not enough to give him no reason for throwing your mailing away—you must definitely give him a reason for holding onto it and reading it!

You can accomplish this only by promising him an adequate reward for his time and attention.

He must be promised NEWS of interest to him. He must be offered a CURE for whatever SYMPTOM he "suffers" from or can be "made" to suffer from!

Examine any mailing carefully. Take it out of the envelope just as any recipient would. What's the first thing you see? What's your quick impression? Is someone trying to sell you something? Is it likely to cost you money or will it do something for you? Are you being "sold" or invited to buy? What are all the enclosures about? Do they clutter the mailing up or make it look more interesting? Is the letterhead too revealing? uninteresting? too dull to invite a reading of your letter? Does the salutation promise you an adequate reward? Does the processing defeat the purpose intended? Is the offer attractive enough to deserve "top billing" or should it be "buried"?

Beware of the "so what" reaction. Indifference is normal. Only by shocking the reader, startling him, waking him up, can you gain the attention that will induce a reading of your mailing.

You know the fundamental urges which motivate people—the desire for love, beauty, wealth, leisure, approbation, health and so on. Among these you must find or create the symptom which your product or service cures. The more common the symptom, the wider your market.

If your mailing does not offer a "cure" you have given the recipient an excellent reason for not reading it.

Start with an offer that has a good chance to be accepted. The best letter that can be written may not be good enough to overcome an impossible offer. Why risk being licked before you start?

Remember you are writing a letter—not an ad. Avoid stilted phrases. Be more conversational, more "homey". Be honest in your language and thoughts. It's amazing how conscious readers are of "phonies". Don't try to fool people with wild claims.

Select your paper with the view to the product, price, and audience. You might want coated stock to sell diamonds, but newsprint to sell coal. High priced merchandise may call for high grade stock while low priced goods may well be advertised on newsprint.

Come as close as you can to the appearance of a typewritten letter. Do not use a sharp clear type-writer type but rather the fuzzy effect produced by a ribbon. Print through a ribbon if possible, but if not, reproduce from a typewritten page, or use the heavy linotype face instead of the light.

Above all, say something worth the reader's while. Stop and think—why should your letter be read? If you can't answer quickly and affirmatively—begin to revise it and keep revising it until you can find a good reason!

Don't drag your sales pitch in by the heels. Don't go around Robin Hood's barn with an idea. In most instances the direct approach is best. You are not writing undying literature—you are trying to sell something. If a funny story is good salesmanship, use it—but if it's just an artificial attempt to capture interest forget it. A salesman standing on his head might attract attention but he won't make a sale!

We believe Direct Mail advertising should be compensated for in proportion to the results it produces, instead of on a fee basis which may or may not be equitable.

We believe our plan of compensation is fair to our clients and to ourselves: three dollars per thousand, with a minimum guarantee of \$300 regardless of how few are mailed. This places our services in the same category as any other element which must prove its value or be eliminated.

Whether you want orders or inquiries here is an opportunity to test — at small cost — the skill of an advertising agency which has specialized in mail order and Direct Mail advertising for many years.

Send us your typical mailings for our examination and comments, without obligation.

MAXWELL SACKHEIM & CO., INC., 545 Madison Ave., New York 22

Maxwell Sackheim & Co., Inc.

545 Madison Ave., New York 22, N. Y.

Enclosed are some of our typical mailings. Without obligation on our part we would like to have you go over them and advise us of what you think you can do for us.

Name _____
Position _____
Company _____
Address _____
City _____ Zone _____ State _____

UPGRADING LETTER COPY

by Paul Bringe
Milwaukee Dustless Brush Co.

HERE IS A LETTER requesting detailed personal information about the reader. Normally this would not be given but the prestige of the Marquis publications makes the task somewhat easier than it would be for the rest of us.

My first reaction to this letter is irritation. More than 400 words used for a simple request: "Will you give us information about yourself for this important directory?" Portions of this letter are extremely difficult to understand, and when you do understand you will find the mountain has brought forth a mouse.

I suspect the writer uses archaic language and construction to add to the snob appeal of this publication. Of course it has such an appeal and it should be used. But certainly this can be done without confusing the reader. The first task of a letter is to be understood.

Let's look at the technical points:

- The letter is loaded with Latin-root words . . . they make us uncomfortable and do not lead to action. They are the words of the scholar, not of the doer.
- Sentences average 36 words each, much too long to let us catch our mental breath. Only 56% of the words used are of one syllable. It is difficult to write a letter with so few one syllable words. It is even more difficult to understand it.
- The word "practicable" in the second paragraph is misused. The word "compilative" appears in the third paragraph. There ain't no such word!
- If "you are among those concerning whom" the writer wants information it will no doubt be because you are "reference-noteworthy" and "because of accomplishment-prominence and/or position-incumbency." This is bombastic rubbish!

The rewritten letter reduces sentence length to an average of 16 words and increases one syllable words to 65%. This last figure should be higher but making it so might destroy the top-drawer tone which should be maintained. ●

THE MARQUIS PUBLICATIONS
1000-1001 PUBLICATIONS OF INTERNATIONAL REPUTATION, INCLUDING "WHO'S WHO IN AMERICA"
1000-1001 PUBLICATIONS OF INTERNATIONAL REPUTATION, INCLUDING "WHO'S WHO IN AMERICA"
1000-1001 PUBLICATIONS OF INTERNATIONAL REPUTATION, INCLUDING "WHO'S WHO IN AMERICA"

Who's Who in Commerce and Industry
1897 - Our Fifty-Ninth Year - 1956

Dear Biographee:

Because I find a career sketch of you appears to be involved in the revised editorial scheduling mentioned below . . .

I again write . . . and now somewhat urgently . . . to ask your assistance in connection with using the enclosure - and returning it as soon as practicable to the postpaid envelope.

The complete time-table for the new Tenth (International) Edition of "Who's Who in Commerce and Industry", now actively in preparation, has just been accepted by our Editors in order to provide more effectively for two factors:

- 1: They find that this important Marquis volume, established during a decade and a half of continuous publication as the standard work of its scope, requires unusually detailed revision for each new printing - undoubtedly, in their opinion, a reflection of the exceptionally varied interests characteristic of noteworthy commercial and industrial careers.
- 2: The coverage of "Who's Who in Commerce and Industry" is international - as has appreciation of it overseas has increased with each peace-time printing, and the enclosure contains offers in this country of its listings of those outstanding in the business affairs of other nations. Constant extension of the volume's international coverage, the requirements - particularly as in time - connected with these listings have now become so pronounced that changes are necessitated in the over-all timing of its production.

You are among those concerning whom its Editors wish, for obvious reasons, to have career data in the hands of the compilers of the new Tenth (International) Edition.

Hence, this renewed request that you be so good as to extend our Editors the few moments' cooperation for which they turn to you in the course of both revising a reference work of demonstrated usefulness and keeping down-to-date our National Biographical File from which it and other widely consulted Marquis dictionaries are compiled, including "Who's Who in America."

- this reference File now contains individually carded biographical entries of noteworthy leaders of accomplishment-prominence and/or position-incumbency.

Therefore . . . in the course of both the factors I have cited . . . the helpfulness and will aid in maintaining future, as well as immediate, reference service, in respect to those noteworthy in the world's industry and commerce, in the libraries, public, institutional and private - and the many enquiry centers where Marquis biographical dictionaries are available for consultation. Thank you for assisting.

WCB
Three Enclosures

Yours very truly,
Who's Who

"We find it a very useful book", writes
in Commerce and Industry "Biographee"

Rewrite of Who's Who in Commerce and Industry letter.
Paul J. Bringe

Dear Biographee:

Your name is in the National Biographical File just as it appears on the enclosed card. It is the starting point for career information about you that we would like to include in the new Tenth International Edition of Who's Who in Commerce and Industry.

You, and only you, can give us this information. All data in this file comes directly from the individual concerned. It can be changed or up-dated by that person only. That is why we ask your help in filling out this card.

The National Biographical File contains information on most of the six in every 10,000 persons whose achievements merit printing in our various publications, such as Who's Who in America. A listing is maintained only if the individual meets the standards that have been established -- it cannot be gained by payment.

Who's Who in Commerce and Industry is accepted as the standard reference work in its field. It is international in coverage and use. With each new edition we try to include outstanding individuals in business life whose positions indicate a demand for information about them.

The Editors of the Tenth International Edition have requested career information about you. I am most anxious to make it available as soon as possible. That is why I again ask for a few moments of your time in filling out the card. Your cooperation now will put this information in the world's industrial and commercial centers, as well as public and private libraries both here and abroad.

Will you supply this information now, and return it in the enclosed postpaid envelope? I will appreciate your assistance.

Sincerely,

Wheeler Sammons, Jr.
Associate Publisher

Alert Executive Wanted NOW!

Catholic publisher in midwest has immediate opening for alert junior executive (about 27 to 35) to head fast-growing pamphlet division.

Salary will match man selected. Excellent growth potential and ideal working conditions in desirable community.

Applicants to have at least some of following qualifications: solid Catholic education, some sales or promotion background, acquaintance with editorial and production techniques. Direct mail experience, particularly useful.

Write today in complete confidence to

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"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

Use NEWS

As a direct mail copywriter, you can improve your product if you will study the output of the eye-witness reporter. First of all, the interest in the story written on the scene by a reporter grows out of the story itself. The headline SHIP SINKS AT SEA is enough to get a reader interested. No need to contrive an attention-getter a la direct mail copy. Then consider how you work as contrasted to how the eye-witness reporter works. You have time to mull over your copy. To change it. To "turn a phrase" here and there. To add color or clearness or conciseness to your writing.

Not so with the reporter. He puts it on paper and there it is. He has only one chance to make his meaning clear. He hasn't time to indulge himself in rewriting for effect.

You'll write a more effective first paragraph if your first sentence grows out of the story rather than being a contrived (salesman and farmer's daughter) opening. You are not writing an editorial. You are really writing news . . . news of a product or a service a reader will want to read because your words get close to his problems or his desires or his wants.

We don't suggest that you use the methods of putting over a story used by a news reporter. We don't feel it is essential to put the *what, who, where, when and how* in the first paragraph. But we do urge every writer who reads these words to strive for *news* value in the opening paragraph in every letter he writes; to quit reaching for the trick phrase and simply "lay it on the line" in easy-to-read, dramatic prose.

Sells the Folder

This entire department this month could be correctly labeled "How to start a letter." Because we seem to be running to examples of "leads", good and bad.

"Mailed to you FREE—Useful, Timely Information on Cutting Paper-Work Time in your Hospital"

WHY IS SO MUCH direct mail copy so indirect? Why do so many writers of direct mail use the "oblique" approach—a term invented, I believe, by Mr. A. B. Toft of William Hill Field Advertising, Green Farms, Connecticut? For example, a letter sent out by The Brown Brothers, Ltd., Canadian paper merchants, starts out:

When was the last time you heard a joke about the traveling salesman and the farmer's daughter? We'll bet it was quite a while ago. Why should this be when there are more salesmen around today than ever before?

The letter ends up talking about something far removed from the leering salesman and voluptuous farmer's daughter. I suppose the object of the copywriter was to lure the recipient into reading the letter. But, how often does such a lead have the opposite effect? Many people may be disappointed when they expect to read a nice juicy joke about the salesman and the farmer's daughter and end up reading a very prosaic sales pitch on a product.

In our opinion the clever opening gambit is being overdone in direct mail. Such openers are usually called "stoppers." We're afraid that's just what they are. What you really want in your direct mail is not a "stopper," but a "starter" . . . something to make the prospect read what you have to offer.

McGraw-Hill Book Company sells its Speaker's Library with a letter headed, "How YOU can get people to perk up and APPLAUD what you have to say!" There's a direct statement of a benefit. Who wouldn't like to be a good enough speaker to make people "perk up and applaud" what one has to say? Contrast the Brown Brothers oblique approach with the one used by The Kristee Products Company in a letter going to prospective salesmen. Here's the lead:

I need someone quickly in your community for testing—to try out and advertise my new Kristee Thrifty Home Products. I need someone to use actual full-size samples right at home, and then to tell friends and neighbors about them.

is the opening paragraph of a letter sent out by The Gray Manufacturing Company of Hartford, Conn. The next paragraph gets to the meat of the proposition:

If you've ever been concerned about the hours you and your staff doctors pour into paper-work, here's welcome news for you. We have ready to mail to you—without obligation—complete information on an effective means of keeping paper-work under control. But to make sure it reaches you personally, will you please check for correctness your name and address on the reply card enclosed?

The letter then proceeds to talk, not about the Gray Autograph, but about the illustrated folder Gray wants to send to the doctor. It tells how the folder "pictures one hospital situation after another where telephone dictation offers overworked staffs a welcome relief." It talks about "Instead of hand-writing notes, instructions, data—or interrupting your secretary to take dictation—you simply pick up the telephone handset on your desk and talk as you would in any telephone conversation."

The copy whets the doctor's appetite for the benefits he might get from seeing a copy of the folder.

Let Me Answer, Please!

Here's another first paragraph that takes too much for granted. Pencil Specialty Co. Inc. of Hoboken, New Jersey starts its letter:

Did this letter attract your attention when you received it this morning? Sure it did.

Fact of the matter is, it didn't. I don't like to have someone ask a question and then answer it before I have a chance to make up my mind. Do you? Do the prospects who get your letters like that sort of thing?

Say What You Mean

Each month at the end of this stint we remind our congregation to write simply, clearly, and to make sure you say what you mean when you write to convince a prospect he should have what you've got to sell. As you go over your copy before final typing, ferret out those ambiguous sentences, hunt down those words that may not be in the vocabulary of those to whom you are writing, re-work sentences that could be taken two ways.

How easy it is to be misunderstood, as witness the following conversation between Pop and his son:

Son: Hey, pop, what's a Grecian urn?
Pop: I guess it depends on the kind of job he has. ●

REBUILT



RELIABILITY IN THE MAKING • Testing each rebuilt machine before it is okayed for sale is Standard Operating Procedure at AMECO.

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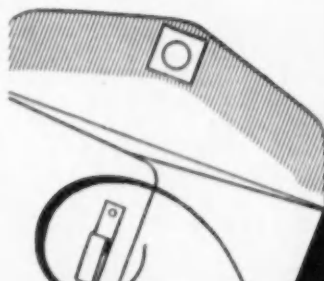
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Minneapolis 1, Minn.
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Kansas City 8, Mo.
Fort Worth 12, Texas

MY MAIL ORDER DAY

By Jared Abbeon

Jared Gives The Low-down On Some Favorite List Sources . . .

OKAY READERS, YOU ASKED FOR IT: Pertinent Information on Mailing List Sources.

I mentioned the fact that I was willing to dig among my records and do some original research on this subject a few columns back . . . and a goodly number of readers took me up on the idea. Typical comment comes from Gerard C. Delano, a long-time reader out in Denver, Colorado. G.C.D. is one of the finest artists in the U.S. Why he should be beating his brains out in M.O. is one mystery that is away beyond me; but of course this mail order is like a virus, and once in the blood stream is almost impossible to eradicate. He writes:

Good Morning Mr. Abbeon:

I always turn with great interest to your column. It is interesting, enjoyable, and of real value to all who sell by mail. (Purrrrrrr—J.A.) "I particularly like your last several columns. I would appreciate receiving information on your favorite lists, as suggested in last issue."

O.K. friend, here are the details on some that I have tested or know about. For source material I am using the some 12 "current" campaign binders now in use by the young lady who keeps track of my statistics . . . and the slew of old binders with results of past tests. Also, the stacks of directories lying all around this sea-going cubicle I call an office. I am shelling out a stack of hard come by U.S. money to write to hundreds of directory publishers for additional information. In each case, I shall try to give some inside information on the list I mention.

This list is in no particular order, as it would be unfair to a reader who is awaiting news about a list of Rugged Rubber Baby Buggy Manufacturers to have to wait for the whole alphabet of manufacturers starting with 2,700 Abattoirs:

Guide To American Directories For Compiling Mailing Lists (B. Klein & Co., 27 E. 22nd St., New York, N. Y.): Costs a thin \$10 bill and the

best investment you can make as the key to the list situation. I also use several others such as Dartnell, Cronin, U.S. Dept. of Commerce Lists (inexpensive), *Industrial Marketing Data Book*, etc., but they are all more or less specialized or out of date. Kleins is the best and most complete. About 180 pages listing some 1,500 directories . . . well indexed.

Mail Order Business Directory, 1957 Edition (B. Klein & Co., 27 E. 22nd St., New York, N. Y.): If you are selling to mail order houses this is a must. Price \$15. Gives data on some 2,000 top mail order houses. If you are in the M.O. business and for some reason are not listed in here, make sure to send the Klein outfit your name for future listing. Many of the top suppliers use this as a prospect list, and receive many offers of catalog items. I am on this list under a code name and it is interesting to check through the stuff offered, and then to see from the M.O. house catalogs coming in what items are being accepted.

Incidentally, with this new 1957 issue just coming off the press, a *M.O. Buyers Guide Directory* will be sent later on as a supplement (listing the users of the guide). This will be an important source of supply list for you men who are seeking new suppliers.

Poor's Register of Directors and Executives (Standard & Poor's Corp., 345 Hudson St., New York 14, N.Y.): Rents for one year at \$84. Or, if you buy it outright . . . add another \$16. I usually rent it for a year and then at the year's end decide if I want to rent the new issue or stretch the old one over another year by paying \$25 to keep it. If big mailings are on the horizon it pays to get a new one, as the names in the back of the book are switching addresses and growing in number fast.

This is the golden list. About 23,000 corporations with all their important

officers by name and title. And if this wasn't enough, there are some 83,000 leading execs at their home address listed in the back. These are the companies and folks in the country with the long green to buy anything that suits their fancy. Compared to some other directories price might seem high, but you couldn't begin to compile this information at this price. S&P has some 24 women just sitting around their place taking care of compiling and making changes on this list.

Thomas' Register of American Manufacturers (Thomas Publishing Co., 461 8th Ave., New York 1, N. Y.): This four-volume register makes a stack of books over a foot high. Sells for about \$15 or \$20 per year outright. Thomas' is in such demand that there is an outfit making a business every year of buying up your last year's copies and reselling them to folks who get their orders for a new register into Thomas after the printing run is exhausted. Volume 4 contains almost three times as many names of manufacturers as S. & P., but does not give executive names. It does however give the financial rating of the firms. So if you wish to eliminate the po' boys it can easily be done. I use Thomas' as a gauge. For example, if a mailing of 10,000 names to T's produces Y orders and a test to industry A produces X plus, then A is better than average, but if industry A produces X minus then A is not as good a random run of industry mailings.

Rubber Red Book, Directory of Rubber Industry (Rubber Age, 101 W. 31st St., New York 1, N. Y.): A \$10 bill buys you this one. Not many company names in the rubber industry because it is a small industry. But by using all the different individuals and companies you can torture the names of some 15,000 or so usable people out of this directory. And my experience has been that they

buy like somebody was spreading a rumor that money is going out of style.

Davison's Textile Directory (Davison Publishing Co., Ridgewood, N. J.): Several different editions depending on the indexing. I like the pocket edition at \$5.75. The Textile Blue Book office edition also lists suppliers and is bigger in size and type, at \$9.75.

Weir shoals on this list. If you have something (like I do) specifically for the textile folks it is O.K. But the textile industry is a mighty sick trade (has been for a long time) and shows every sign of getting worse. They have the money for stuff they need but don't have a rep for tossing out funds for trivia. I can still hear an old New England mill owner telling me, "If it don't eat, we never throw it out."

I mention this list right after the rubber people to give you a slant on the type of thinking a mail order operator should employ. When selling any item, try and pick folks who are in a spending mood. Think geographically and industrially. For example, if trade magazines are full of news about help shortages and big bonuses in the petro-chemical line, a list of executives in that field should be good. On the other hand, if drought and dust storms are chewing the farmers in Kansas, keep away from offers to the midwest (unless you are selling well diggers or rain making machines). Sounds elementary, but lots of operators have tested a list in a few states and "kicked the baby out of bed" nationally on the basis of sales in Dallas, Texas . . . only to find out their results in the industrial East turned the black ink into pale pink.

Incidentally, I never heard of anybody except financial mailers and one advertising imprint house who ever managed to sell anything successfully by mail to banks. A big fat juicy list is easily available, but bankers look on money as a tool . . . and like to keep their tools locked in the shed.

Wire Assn. Membership List (*Wire & Wire Products Buyer's Guide*, 435 Main St., Stamford, Conn.): 85 cash money for this list of approx. 1426 men of importance. The creamy type of list that makes you regret that there aren't more names on it.

Purchaser's Guide to the Music Industry: I list this here to show one

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Here for the first time is a volume that gives you not one man's opinion, but practical know-how advice of 22 top mail order practitioners. Throughout 23 profusely illustrated chapters, Mr. Kleid fires all kinds of questions at the mail order stars listed on the right. You get their candid answers . . . on copy, list, mailing package problems, etc. Their "How we do it" advice will help you plan your own successful MAIL ORDER STRATEGY. Send for your copy of this 132-page manual today.

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 MAIL ORDER LISTS

136 W. 52nd St., N. Y. 19, N. Y.

Member: National Council of Mailing List Brokers

Thumbnail Sketches

OF

DIRECT MAIL SUCCESS



Edited by

Peter Shugart

The purpose of this department is to give you thumbnail sketches of authenticated direct mail successes. In order to get a release of confidential figures, we have promised that names and addresses and identifying details will be withheld.

50% of air-conditioner's \$500,000 yearly business obtained by church mailings. Compiled from new church official appointees. All personalized. Spring and Fall only mailing time. Fall is best. Keystone of success lies in blanket invitation to visit satisfied customers' installations unaccompanied by salesmen.

§

Talk About Targets! Did you hear about the merchant who featured punch bowls on color postcards? Mailed to all high school "prom" chairmen in radius of 75 miles and sold 37 punch bowls!

§

Dealer does \$40,000 annually with direct mail prospect development program. Inquiries from church list produced conversion sales of more than 100 tape-recorders. Mailing to colleges resulted in 24 recorders sold to one school. Dealer upgraded himself . . . was \$77 recorder agent, now handles \$200 retail price units only.

§

Toy shop enjoys 5% response . . . whenever catalogs are mailed. That's 5% orders! His budget for advertising is \$500 per month. Direct mail fits anyone's pocketbook.

§

75% return obtained by clothing store . . . mailing manufacturers' closeout of belts to 1,000 customers. Recipient invited to exchange token of good patronage if it did not fit. Of course they didn't fit! But parallel sales during exchanges fit cash register very nicely. Same store later offered hosiery at 10¢/pair closeout price plus free pair of socks for every \$2 purchase. Many customers came and went taking 40 to 60 pairs of socks with them. Believe it's called "merchandising"?

70% boost in sales in 12 months . . . credited to direct mail by home laundry equipment dealer. Uses careful follow-up of inquiries and relies heavily on referral business to customers' friends.

§

Mailing jams office with orders . . . reports electrical service company. Only 250 letters sent. Each carried pamphlet on adequate wiring (supplied by city) plus bank folder on how-to-finance-services needed. Company wanted to mail 500 letters per month. Nothing beats doing all the thinking for the prospect.

§

Returns of 20% to 32% common . . . says shoe store using direct mail—providing you personalize! Individualized postcards do the job for him. Carries 4,700 names with shoe styles desired by each customer. NOTE: He always expects 6% to 10% undeliverable on his own list due to death, moving, etc.

§

Sales up 22% at Christmas . . . claimed for direct catalog co-operatively purchased by downtown merchants battling suburban giants. 40-page catalog cost \$10,000. Mailed to 50,000 homes. Merchants paid \$200 per page. One merchant claims his advertisement in catalog produced 5 times sales previously gotten by his lonesome effort.

§

15% increase credited to direct mail contest . . . and low cost leader items offered by electrical wholesaler. 10 mailings for 10 weeks. Drawing each week of contest using entry blanks previously submitted with orders. Covered 1,000 accounts. Initial returns 7.1% with average of 4.76% on entire campaign.

type of directory I avoid. After going to the trouble of getting my fingers on the latest edition (50¢), I found on page 297 this notice:

IMPORTANT! The entire contents of The Purchaser's Guide to the Music Industry is covered by copyright. The use of this list of Retail Stores for resale is strictly prohibited.

Now, I don't see anything here saying I can't use this and the other lists in this volume for my own fell purposes . . . but on the other hand, I am not a lawyer and have no intention of going to the trouble and expense of consulting one for a list I can live without. Also, I occasionally do a job of work for some private consulting clients. Suppose I used this list in connection with work I am being paid for? Can they burn a hole in my pocket book with a troublesome law suit? No Sir . . . I'll let this one slide.

Fraser's Canadian Trade Directory (1520 Mountain St., Montreal, Canada): Costs us D. Yankees \$7.50 (I can hear a rolling in the family plot where Grandsire reposes when I type "us" in front of Yankees). Canadians pay \$6.00. Last mailing I made to these northern friends showed 12,665 names in this book, company names that is. From the results coming in, I must change my mental picture of the frigid wastelands of the north to one of a teeming land of plenty where every Canadian lives in a solid gold igloo.

Incidentally, I don't have much experience with south of the border, but an order for \$350. (check enclosed, on Chase Manhattan Bank, of N.Y.) arrived this A.M. and leads me to think of going after some of that gold Cortez left behind.

Bulletin of American Assn. of Petroleum Geologists, March Issue (1444 S. Boulder Ave., Tulsa, Okla.): Subscription is \$18 per year, but this annual issue can be bought as a separate number for less. Roundabouts of 11,000 names of members here . . . and they are almost all working for heavy money. Can buy whatever they want that interests them. This is the sort of list you can come up with by digging around in the 365 pages of *Bulletin of The National Research Council Number 115, April 1943* . . . a handbook of scientific and technical societies and institutions of the United States and Canada (Fifth

edition). Published by The National Research Council, National Academy of Sciences, Washington, D. C. I wonder if they have a sixth edition out yet?

Speaking of research, I am going to close out this writing now and go over to the bank. Some 250,000 pieces are due to hit the mails in the next month or so on one item, and if I don't take care of issuing a letter of credit . . . the stuff to fill the orders is never going to leave the dock in Liverpool. Which brings up a very interesting phase of mail order:

If you mail X number of pieces and receive Y orders and plan on mailing 10X number of pieces, do you manufacture 10Y number of items, or 8Y or 12Y allowing for the 3 month lag in manufacturing? Or, as one operator said to me the other day, "I've never made a mailing yet where I shot for the record . . . but I test some 20,000,000 pieces a year."

A DOLLAR MAILING

The late Bob Collier was credited with being the first to use a dollar bill in a direct mail promotion. It was a fund raising appeal and recipients were asked to return the dollar with an equal contribution. Tremendously successful for a while but later on it was used by some racketeers and the idea fell into disrepute.

But we recently saw a striking revival, handled in a wonderful manner by a pharmaceutical house. Sedaquil, Inc., Leader Bldg., Cleveland 14, Ohio, wanted to introduce a new relief-of-pain drug, and mailed a french fold type of circular to 750 drug stores in the greater Cleveland area. There was a die-cut hand on the reverse plate front. Tucked under the thumb was a brand new dollar bill, dramatizing the trade-up and profit-up potential of handling this new product.

According to Bernice Kandel of 3620 Tolland Road, Cleveland 22, Ohio, who handled the promotion, results were overwhelming. Salesmen who visited the drug stores during the following week were enthusiastically received. Almost every store placed an initial order. The dollar was the talk of the trade for several days.

Congratulations to a courageous promoter who is not primarily interested in the lowest possible per-unit cost of a mailing piece! ●

Rates \$1.35 per line 85¢ Situation/Help Wanted Minimum 4 lines
Address: Classified Dept., The Reporter, 224 7th St., Garden City, N. Y.

CLASSIFIED ADVERTISING

ADDRESSING PLATES

SPEEDAUMAT—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.

POLLARD-ALLING—3 line proofed and linked \$25.00 per M.

Advertisers Addressing System
703 N. 16th St., St. Louis 3, Mo.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

ADVERTISING ART

RAY THOMPSON, Box 134, Wyncote, Pa. At your service for art work, ideas — with that "personality" approach! Many happy mail clients. Specimen sheets on request. Prompt attention.

EQUIPMENT FOR SALE

Letter Opener — Burroughs 7800 — 60,000
Drug & Jewelry. Elliott Stencils — Elliott Addresser. Write The Reporter, Box 121, Garden City, N. Y.

FOR SALE

ELLIOTT STENCILS

Outright sale of 160,000 names on 2" x 4 1/2" Elliott stencils for only \$8.00 per M. Partial or complete list. Full coverage of United States. List last cleaned November 1955. Names of subscribers and buyers of "IDEALS", a high quality family magazine. Ideals Publishing Co., 3510 W. St. Paul Ave., Milwaukee 1, Wis.

FOR SALE

Phillipsburg four-station inserting machine for sale. Two years old. Excellent condition. Save thousands of dollars on the cost of a new machine by writing to Rodale Press, Inc., Emmaus, Pennsylvania.

LISTS

CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils
Call your list broker—**TODAY**
or Tobe's, St. Catharines, Ontario

MAILING LISTS

FREE MAILING LISTS
OVER 2 MILLION NAMES ON PLATES
GUARANTEED 100% ACCURATE

ELECTRONIC SELECTED
CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers
Banks-Churches-Institutions
Choice of 350 Other Lists

"We Charge **ONLY** for Addressing"
(Usually Completed within 3 Days).

Write for **FREE Catalogue**.

SPEED-ADDRESS KRAUS CO.

48-01 42nd St., Long Island City 4, N. Y.

Stillwell 4-5922

HELP WANTED

DIRECT MAIL

SUNSET Magazine

Direct mail advertising copy man to sell subscriptions by mail in **SUNSET's** Menlo Park headquarters. Must have record of success in producing effective copy and layout for sales letters and other direct mail pieces. Age 25-35. Send complete personal and work history to Personnel Manager, **SUNSET Magazine**, Menlo Park, California. All inquiries in confidence.

COPY AND ART

LETTERS that sell, **FOLDERS** with impact, **BROCHURES** with that extra touch of quality. Planning, composition, layout if you wish. **PENWISE**, Old Lyme, Ct.

REBUILT & GUARANTEED

Addressograph-Speedaumat-Elliott Addressing Machines. Graphotypes-Cabinets-Trays-Plates-Frames. Mimeographs-Multiliths-Tying & Inserting Machines—"Hook-on" Tray Equipment. I Buy and Sell all Direct Mail Equipment.
James Eckstein
326 B'way, N. Y. 7, N. Y. HAnover 2-6700

TYPE FOR OFFSET

Save with **FOTO-FONTS**. Unit cost per font only 20¢! Easy to set and align—sharpest reproduction. Free samples and details. A. A. Archbald, Publisher, Box 20740-K, Los Angeles 6, Calif.

MAIL ORDER STRATEGY

This new book by Lewis Kleid, prominent list broker, will tell you how 22 leaders* in mail order insure maximum results . . . 132 pages . . . \$7.50.
*Edith Walker, B. L. Mazel, Leslie Davis, David Margulies, John T. McKenzie, Paul A. Murtaugh, Jr., Elsworth Howell, Victor G. Schwab, Lewis Kleid, James P. Connell, J. W. Cassidy, A. P. Jurgensen, E. Robert Rubin, Sallie Weir, James Dooley, S. Arthur Dembner, Robert L. Fenton, Lawrence G. Chait, Maxwell C. Rose, Edward N. Mayer, Jr., Tom McElroy, Maxwell Sackheim.

Send Order To: The Reporter of Direct Mail, Garden City, N. Y.

Direct Mail Directory

LISTINGS ONE LINE PER ISSUE, STRIP
PER YEAR, UNDER SPECIAL HEADINGS
\$2.00 PER YEAR.

ACETATE SHEET PROTECTORS

A. G. Barlow Co., Inc. 67 N. 5th St., Milwaukee 3, Wis. (DR 2-3772)

ADDRESSING

A Five Letter Service 219 Grits-Monny Bldg., St. Paul 4, Minn. (MT 6-16551)
Address-O-Rite Stencil & Mach. Co., Inc. W. 25 St., N.Y.C. 16 (OR 5-2240)
Bookman Addressing Service 1500 Kings Highway, Brooklyn, N.Y. (OR 9-0675)
Creative Mailing Service, Inc. 400 N. Main, Freeport, N.Y. (FR 9-2121)
Merit Mailers 26 Sterling Street, East Orange, N.J. (OR 2-3090)
Russer Typing & Mail Serv. 74-61 Queens Bl., Woodside 7, N.Y. (NE 9-7500)

ADDRESSING & LIST CONTROL SYSTEMS

Lisle M. Ramsey & Associates 1700 Delmar, St. Louis 3, Missouri (CH 1-6797)
Russer Punched Card Div., Underwood Corp. 1 Park Ave., N.Y.C. 16 (LE 2-7090)

ADDRESSING MACHINES

Addressing Machine & Encls. Co. 220 Broadway, N.Y. 7, N.Y. (HA 2-6700)
Approved Business Machines Co. 10 Hudson St., New York 13, N.Y. (CA 6-6233)
Edith Adit. Machine Co. 135A Albany St., Cambridge 20, Mass. (TR 6-2929)
Hathorn Equipment Co. 40 W. 13th St., N.Y. 11, N.Y. (CH 3-2442)
Sater & Wallingford 143 W. Broadway, N.Y. 13, N.Y. (WO 4-6509)

ADDRESSING - TRADE

Belmat Typing Service 91-71 11th St., Richmond Hill 8, N.Y. (VI 6-5322)
Shapiro Typing Service 62 E. 11th St., New York 10, N.Y. (HE 6-2749)
Russer Typing & Mail Serv. 74-61 Queens Bl., Woodside 7, N.Y. (NE 9-7500)

ADVERTISING AGENCIES

Ad Berlin P.O. Box 254, North Canton, Ohio (Tel. 9-2532)
American Direct Mail 1125 Venice Blvd., Los Angeles 15, Calif. (DU 8-1385)
Martin Ad Agency (Incl. Mail, Mail Ord.) 12 P.A. E. 46, N.Y.C. 16 (LE 2-4711)
Charles H. Rogers Assoc. 97-22 Union Hall St., Jamaica 23, N.Y. (OL 8-4390)

ADVERTISING ART

A. A. Archfield, Publisher, P.O. Box 29749, Los Angeles 6, Calif. (AR 9-9042)
Multi Ad Services 160 W. Walnut St., Peoria, Illinois
Harry Volk Jr. Art Studio 1401 N. Main St., Pleasantville, N.J. (PL 4-6029)

ADVERTISING BOOK MATCHES

Match Corp. of America 2422-42 48th St., Cht. 32, Ill. (VI 7-2244)
Universal Match Corp. 1501 Locust St., St. Louis 2, Mo. (CH 1-3239)

ADVERTISING SPECIALTIES

Chicago Advertising Specialties Co. 5734 W. Irving Park Rd., Cht. 34, Ill. (AV 3-4122)
Gentler Montanye, Inc. 4150 Glenmont, Maryland (REBertown 842)

ANALYSIS, PLAN, LIST SELECTION, COPY, RESULT EVALUATION

Try M. Rodin T. & D. Rodin 1832 M St., N.W., Wash. 6, D.C. (RE 7-3433)

AUTOMATIC MACHINE-ADDRESSING SERVICE

Merit Mailers 26 Sterling Street, East Orange, N.J. (OR 2-3090)

AUTOMATIC TYPEWRITING

Ambush Letter Serv. Co. 11 Stone St., N.Y. 4 (BO 9-0607)
American Auto Typewriter Co. 2225 N. Paulina St., Chicago 30, Ill. (EV 5-1211)
Carlson Auto Typewriting Serv. 3744 N. Clark St., Cht. 33, Ill. (EA 7-5496)
Great Neck Letter Service 3 Hicks Lane, Great Neck, N.Y. (OR 2-8843)
Westbury Letter Service 2001 Wellington Court, Westbury, N.Y. (ED 4-2383)

BOOKS

Art & Tech. of Photo Rep. Bureau Inc. 44 W. 28, N.Y.C. 1 (MU 9-8545)
Reporter of Direct Mail 724 7th, Garden City, N.Y.
Cardinal's Yearly \$5.00
Post That Clouds Three 1.00
How To Get The Right Start In Direct Advertising 1.50
How To Think About Direct Mail 1.00
How To Think About Letters 1.00
How To Think About Readership of Direct Mail 1.00
How Direct Mail Solves Management Problems 1.00
How To Think About Showmanship in Direct Mail 1.00
How To Think About Mail Order 1.00
How To Think About Production and Mailing 1.00
The Plain Jane of Direct Mail 50c
How To Think About Industrial Direct Mail 3.00

CALENDARS, ART AND BUSINESS

Gentler Montanye, Inc. 4150 Glenmont, Maryland (REBertown 842)

CATALOG PLANNING

Catalog Planning Co. 101 W. 55th St., N.Y. 19, N.Y. (PL 7-1967)

CHRISTMAS STATIONERY

Gentler Montanye, Inc. 4150 Glenmont, Maryland (REBertown 842)
The Northern Company 501 W. Main St., Arlington, Texas (AR 5-2207)

COPYWRITERS (Free Lance)

Leo P. Bell Jr. 64 E. Jackson Blvd., Cht. 4, Ill. (HA 7-8187)
Owille S. Bond 160 N. State St., Howell, Mich. (Tel. 45)
O. H. Bookam 1430 Grand, Kansas City 6, Mo. (HA 1-6400)
Alfred Stern 2 West 46th St., (Rm. 309) N.Y. 36, N.Y. (JU 6-4562)

DESIGNERS & PRODUCERS OF STEEL DIE ENGRAVED STATIONERY

The Freshmark Company 384 Blacksmith Rd., W. Levittown, N.Y. (FE 1-9455)

DESK CALENDARS

Gentler Montanye, Inc. 4150 Glenmont, Maryland (REBertown 842)

DIRECT MAIL AGENCIES

Abrams Associates, Inc. 601 Madison Ave., N.Y. 22, (PL 1-9312)
American Mail Adv. 618 Newbury St., Boston 15, Mass. (CO 6-7540)
Charles A. Beach 31 N. W. Ninth Ave., Miami 26, Florida
Barbara Boydon & Staff 44 Market St., San Francisco 11, Cal. (YU 6-2378)
Homer J. Buckner 105 N. State St., Cht. 3, Ill. (RE 2-5636)
The Buckner Organization 105 N. State St., Cht. 3, Ill. (RE 2-5636)
Chase & Richardson, Inc. 18 East 41st St., N.Y. 17, N.Y. (MU 4-4390)
James Connell & Assoc. 600 Mills Bldg., Wash. 6, D.C. (BT 3-1722)
Dixie Raymond, Inc. 419 Atlantic Ave., Boston 10, Mass. (HA 6-3309)
Dixie Raymond, Inc. 225 Park Ave., N.Y. 17, N.Y. (MU 4-3610)
Direct Mail Associates 11 E. 17th Street, Wilmington 1, Delaware (Tel. 6-6465)
Duffy & Assoc. 175 Lockin St., N.W., Atlanta 3, Ga. (JA 2-3304)
Gentler & Assoc. 419 Atlantic Ave., Boston 10, Mass. (HA 6-3309)
General Office Service, Inc. 527 E. 8th St., W. Washington 1, D.C. (NA 8-3348)
Graphic Service 1115 E. 9th St., Cleveland 15, Ohio (RE 1-4229)
Frederick E. Geyer 315 E. 9th St., Cleveland 15, Ohio (RE 1-4229)
Harrison Services, Inc. 341 Madison Ave., N.Y. 17, N.Y. (MU 9-1630)
Hickey-Murphy Div. of James Gray, Inc. 216 E. 43rd St., N.Y. 17 (MU 2-9040)

John M. Lord & Co. 11 Beacon St., Boston 8, Mass. (LA 9-6545)
Merit Mailers 26 Sterling Street, East Orange, N.J. (OR 2-3090)
R. L. Pugh & Co. 431 Howard St., Detroit 21, Mich. (WO 1-9470)
Reply-O Products Co. 7 Central Park W., N.Y. 23, N.Y. (VI 6-8118)
Response-Letter 411 N. Sangamon St., Chicago 7, Ill. (MO 6-0878)
Response-Letter 520 Fifth Avenue, New York 36, N.Y. (MU 7-6330)
Richardson-Shaw Inc. 15555 W. McNichols Rd., Detroit 35, Mich. (UR 3-2933)
Maxwell Sackheim & Co., Inc. 343 Madison Ave., N.Y. 22, N.Y. (PL 1-5151)
Sales Letters, Inc. 150 W. 32nd St., N.Y. 1, N.Y. (WA 9-2680)
Sande Books & Co., Inc. 91 7th Ave., N.Y. 11 (WA 4-1551)
J. B. Sande & Company 16 Brighton Ave., Boston 34, Mass. (BT 2-8947)
The Smith Company 67 Beale St., San Francisco, Calif. (SU 1-6340)
Lynd F. Wood Associates 1610 Wm. Ave., N.W., Wash. 7, D.C. (CO 9-0442)

DIRECT MAIL CONSULTANTS

James Connell & Assoc. 600 Mills Bldg., Wash. 6, D.C. (BT 3-1722)
Lawrence Lewis & Assoc. 175 5th Ave., N.Y. 10, N.Y. (OR 7-0808)
George V. Runagge 32 East 72nd St., N.Y. 21, N.Y. (TR 9-8136)
Peter L. Shugart 2290 W. 10th Blvd., L.A. 6, Calif. (DU 9-5421)

DIRECT MAIL EQUIPMENT

B. H. Bonn Co. 7065 S. Vincennes Ave., Chicago 29, Ill. (HU 3-4455)
Chester Mailing Machines Inc. 1644 N. Huron St., Chicago 22, Illinois
R. C. Cushead Co. 729 Prellinghousen Ave., Newark 5, N.J. (HE 2-2649)
Ferguson Corp. 2200 W. Touhy Ave., Cht. 31, Ill. (RO 3-1990)
Felix Tying Machine Co. 3351 N. 25th St., Milwaukee 16, Wis. (HL 7-1311)
Martin Yale, Inc. 2100 W. Fulton St., Chicago 12, Ill.
National Bonding Paper Co. 11000 E. 11th St., Detroit, Mich. (RE 1-673)
Pitney-Bowes, Inc. 1000 Broadway, Stamford, Conn. (48-2821)
Scriptomatic, Inc. 310 N. 11th St., Tulsa 7, Pa. (WA 2-4212)
Real-O-Matic Machine Mfg. Co. 145 Hudson St., N.Y.C. (WA 5-0699)

DIRECT MAIL SUPPLIES

Franchise Process Co. 73 Sullivan Street, N.Y. 12, N.Y. (MO 3-1582)
Lex Products Company 3763 E. Lyndale, Minneapolis 8, Minnesota (RE 9-080)
Presto Process Co. 183 St. Paul St., Rm. 202R, Rochester, N.Y.

ELLIOTT STENCIL CUTTING

Address-O-Rite Stencil & Mach. Co., Inc. 44 W. 23 St., N.Y.C. 10 (OR 5-3240)
Clear Cut Duplicating Co. 149 Broadway, N.Y. 6, N.Y. (WO 4-4377)
Creative Mailing Service 450 N. Main St., Freeport, N.Y. (FR 8-4830)
Elliott Addressing Mach. Co. 117 Leonard St., N.Y. 13 (WA 5-3711)
Swanson Direct Mail Service Gloucester, Mass. (821-R)

ENVELOPES

American Envelope Mfg. Corp. 60 Beekman St., N.Y. 38, N.Y. (WO 2-5040)
The American Paper Products Co. 44 Liverpool, O. (PU 5-4240)
Atlanta Envelope Co. P.O. Box 1267, Atlanta 1, Ga. (TR 6-3646)
Berle & Jones Co., Inc. 601 N. 26th St., N.Y. 1, N.Y. (WA 4-4400)
The Boston Envelope Co. 397 High St., Dedham, Mass. (FA 5-6700)
Columbia Envelope Co. 2015 N. Hawthorne, Melrose Park, Ill. (EN 8-6214)
Manuel Cupples Envelope Co. 366 Furman St., Brooklyn 2, N.Y. (TR 3-6295)
Cupples-Hesse Corp. 1489 Kensington Way, Los Angeles 14, Iowa (AT 8-3737)
Cupples-Hesse Corp. 3633 Michigan Ave., Detroit 16, Mich. (FA 6-7300)
Cupples-Hesse Corp. 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-8760)
Curtis 1000 Inc. 100 Vanderbilt Ave., W. Hartford 6, Conn. (JA 3-1211)
Detroit Toller Envelope Co. 3129 Howard St., Detroit 16, Mich. (FA 5-2700)
Diplomat Envelope Corp. 23-23 Borden Ave., I. City 1, N.Y. (BT 6-5260)
Garden City Envelope Co. 3901 N. Rockwell St., Cht. 18, Ill. (CO 7-3600)
Glen-O-Hart Envelope Co. 500 N. Sacramento Blvd., Cht. 12, Ill. (NE 8-1200)
The Gray Envelope Mfg. Co. 55-33rd St., Brooklyn 32, N.Y. (BT 8-2500)
Hess Envelope Co. 4500 Cortland St., Cht. 30, Ill. (CA 7-2400)
Long Island Envelope Co. Inc. 166-65 Northern Bl., Corona, N.Y. (DE 5-4446)
Qualilly Park Envelope Company 3570 Comm Ave., St. Paul 1, Minnesota
Rochester Envelope Co. 72 Clarissa St., Rochester 14, N.Y. (HA 2404)
The Standard Envelope Co. 1600 E. 30th St., Cleveland 14, O. (PR 1-3060)
Tension Envelope Corp. 1918 & Campbell Sts., Kansas City 6, Mo. (HA 1-0002)
Tension Envelope Corp. 322 Fifth Ave., N.Y. 26, N.Y. (MU 2-6444)
Transo Envelope Co. 3543 N. Kimball Ave., Chicago 18, Ill. (TR 8-0914)
Transo Envelope Co. 22 Monitor St., Jersey City, N.J. (HE 4-1387)
United States Envelope Co. Springfield 5, Mass. (RE 6-7211)
Walton Envelope Co. 217 Broadway, N.Y. 1, N.Y. (WA 7-5700)
Wolf Detroit Envelope Co. 15700 Dexter Blvd., Detroit 32, Mich. (DI 1-2231)

ENVELOPE SPECIALTIES

The Connolly Organization, Inc. 1818 Arch St., Phila. 7, Pa. (MA 7-8132)
Curtis 1000 Inc. 130 Vanderbilt Ave., W. Hartford 6, Conn. (JA 3-1211)
Du-Plex Envelope Corp. 3076 Franklin Blvd., Cht. 12, Ill. (NE 8-1200)
Garden City Envelope Co. 3901 N. Rockwell St., Cht. 18, Ill. (CO 7-3600)
Hess Envelope Co. 4500 Cortland St., Cht. 30, Ill. (CA 7-2400)
The Henson Co. 480 Lexington Ave., N.Y. 17, N.Y. (PL 5-2516)
Tension Envelope Co. 10th & Campbell Sts., Kansas City 6, Mo. (HA 1-0002)
The Wolf Envelope Co. 1740-81 E. 22nd St., Cleveland 14, O. (PR 1-3060)

FOREIGN MAILINGS

Sande Books & Co., Inc. 91 7th Ave., N.Y. 11 (WA 4-1551)
The Missing Salt Link Cardinal-Lemoine, Paris 5e, France

IMPRINTERS - SALES LITERATURE

Merit Mailers 26 Sterling Street, East Orange, N.J. (OR 2-3090)

INSERTING SERVICE - AUTOMATIC MACHINE

Automatic Mailing Service Inc. 500 Belmont Ave., Newark 5, N.J. (TA 4-0801)
Bonded-Nationwide 733 4th Ave., Brooklyn 32, N.Y. (BO 8-6818)
Coupon Service Corp. 37 East 18th St., N.Y. 3, N.Y. (OR 5-0100)
Dromeriff Advertising Service 1115 E. 9th St., W. Washington 1, D.C. (NA 8-3348)
File Letter Service 725 Third Ave., South, Minneapolis 2, Minn. (FE 3-5471)
Inserting & Mailing Corp. 2 Broadway, N.Y. 4, N.Y. (GL 4-9505)
Mailings Incorporated 37 Cottage Row, Glen Cove, N.Y. (GL 4-9505)
Merit Mailers 26 Sterling Street, East Orange, N.J. (OR 2-3090)
Russer Advertising 1430 Grand, Kansas City 6, Mo. (HA 1-6400)
West. Emp. Dir. Adv. Co. 612 Howard St., San Francisco 5, Calif. (GA 1-8500)

INVISIBLE INK LETTERS & POST CARDS

Sandoz Rock Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)

LABEL PASTERS

Potter Machine Co. 200 North St., Teterboro, N. J. (HA 8-1841)

LABELS

Allen Haulander Co., Inc. 385 Gerard Ave., N. Y. 51, N. Y. (MO 5-1818)
 Dennison Mfg. Co. 350 Electric St., Scranton 3, Pa. (DI 7-2025)
 Bureau Specialty Printing Co. 9 Murray St., N. Y. 7, N. Y. (BA 7-7771)
 Penny Label Co. 1518 Walnut St., Philadelphia 2, Pa. (PE 5-6099)

LETTER GADGETS

Hewig Co. 45 W. 43rd St., N. Y. 13, N. Y. (JU 2-2186)
 Robert Strano & Co. 111 W. Jackson Blvd., Chicago 4, Ill. (WA 2-1881)

LETTERHEADS

Brunner, Inc., Printers-Lithographers, 1010 Jefferson Ave., Memphis, Tenn. (HR 2555)
 Harper Engraving & Printing Co. 282 E. Spring, Columbus 15, O. (AD 5057)
 Woonbury & Co., Inc. Chadwick Square, Worcester 5, Mass. (PL 4-1721)

LETTERS

Response-Letter 411 E. Nangamon St., Chicago 7, Ill. (MO 6-9878)
 Response-Letter 529 Fifth Avenue, New York 36, N. Y. (MU 4-4539)

MAIL ADVERTISING SERVICES (Letterchops)

CHICAGO
 Dittus & Co., Inc. 320 N. Dearborn St. (10) (BU 7-1722)
 Lettercraft 22 W. Madison St. (2) (FE 2-8734)
 Repase Letter Service 29 So. Wabash Ave. (3) (CE 6-4056)
 The Hylander Co. 216 W. Jackson Blvd. (6) (FE 2-8052)
CLEVELAND
 Cleveland Letter Serv., Inc. 740 W. Superior, (12) (BU 1-8209)
COLUMBUS
 W. A. Storing 220 N. 4th St. (15) (CA 8-3741)
DETROIT
 Advertising Distributors of America, Inc. 834 Bagley Ave. (28) (WO 2-1172)
 Advertising Letter Service 2930 Jefferson East, (7) (LO 7-0535)
 Curtis & Burgis 6th Floor-Marquette Bldg. (22) (WO 3-3888)
 R. L. Polk & Co. 431 Howard St., Detroit 31, Mich. (WO 1-8479)
EAST ORANGE, NEW JERSEY
 Merit Mailers 26 Sterling Street, East Orange, N. J. (OR 2-3906)
HOUSTON
 Premier Printing & Letter Serv. 629 Texas Ave. (2) (CA 7-4145)
KANSAS CITY
 Roskan Advertising 1430 Grand (6) (HA 1-4469)
LOS ANGELES
 Rupp's Adv. Mailing Serv. 228 S. Los Angeles St. (12) (MI 8733)
MARION, OHIO
 Fulfillment Corp. of America 381 W. Center St. (Tel: 2-1187)
MINNEAPOLIS
 Gile Letter Service 723 Third Ave. So. (2) (FE 2-2471)
NEWARK, NEW JERSEY
 Automatic Mailing Service Inc. 569 Belmont Ave. (5) (TA 4-0091)
NEW YORK CITY
 Advertisers Mailing Serv., Inc. 45 W. 19th St. (AL 5-6309)
 Bonart Mail Sales Serv., Inc. 228 E. 43rd St. (17) (MU 7-8838)
 Cardinal Direct Mail Corp. 2 Broadway, (4) (NY 4-3727)
 Century Letter Co., Inc. 48 E. 21st St. (10) (AL 4-0309)
 Mary Ellen Clancy Co. 230 Park Ave. (17) (YU 6-7823)
 Coupon Service Corp. 37 East 19th St. (OR 4-1669)
 Elite Letter Co., Inc. 141 W. 32nd St. (1) (PE 6-1687)
 Mailograph Co., Inc. 39 Water St. (4) (HO 9-7777)
 The John Asson, Inc. 75 W. 45th St. (30) (JU 7-2344)
 Type Letter Serv. Corp. 45 East 19th St. (5) (AL 4-6174)
PHILADELPHIA
 Comnelly Organization, Inc. 1019 Arch St. (7) (MA 7-8132)
 Woolington Mail Advertising Serv. 1364 Arch St. (7) (RI 6-1848)
PITTSBURGH
 Advertisers Associates Inc. 1027 Penn Ave. (22) (AT 1-6144)
ROCHESTER
 Ayer & Birch 15 South Ave. (4) (BA 5-6360)
SAN FRANCISCO
 The Letter Shop 67 Beale St. (BU 1-6564)
WASHINGTON, D. C.
 General Office Serv. Inc. 527 6th St., N. W. (NA 8-5238)

MAILING LISTS - BROKERS

Archer Mailing List Serv. 140 W. 55th St., N. Y. 19, N. Y. (JU 6-3768)
 Barbara H. Boynton & Staff 144 Market St., San Francisco 11, Cal. (YU 6-2178)
 George R. Bryant Co. 395 Madison Ave., N. Y. 17, N. Y. (MU 2-2531)
 George R. Bryant Co. 75 E. Wacker Dr., Chi. 1, Ill. (RT 7-2688)
 The Coillidge Co. 6 East 23rd St., N. Y. 10, N. Y. (AL 4-8870)
 Dependable Mailing Lists Inc. 341 4th Ave., N. Y. 10, N. Y. (MU 4-4791)
 Walter Drey, Inc. 332 N. Michigan Ave., Chi. 1, Ill. (PI 4-1880)
 Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7661)
 Dunhill Int'l List Co., Inc. 55 East Washington St., Chicago 2, Ill. (DK 2-6580)
 Guild Co. 160 Route 101, Englewood, N. J. (BE 3-0461)
 Lewis Kield Co. 25 W. 45th St., N. Y. 36, N. Y. (JU 7-0430)
 Willie Madden, Inc. 215 4th Ave., N. Y. 3, N. Y. (RP 7-7460)
 Money Mail Order List Serv. 38 Newbury St., Boston 16, Mass. (CO 6-3386)
 Names Unlimited Inc. 352 Fourth Ave., N. Y. 10, N. Y. (CO 6-2454)
 D. L. Network Co. 136 W. 52nd St., N.Y.C. 19 (CO 5-8816)
 People in Places, Inc. 167 East 33rd St., N. Y. 16, N. Y. (LE 2-3056)
 Planned Circulation 19 West 45th St., N. Y. 36, N. Y. (MU 7-4158)
 Roskan Advertising 1430 Grand, Kansas City 6, Mo. (HA 1-4469)
 Sanford Evans & Co., Ltd. 165 McDermott Ave., Winnipeg 1, Canada (92-2151)
 William Stron, Jr. 568-576 4th St., West New York, N. J. (UN 4-4888)
 James E. True Assoc. 419 4th Ave., N. Y. 16, N. Y. (MU 6-6956)
 World Wide Services 320 5th Ave., New York 36, N. Y. (MU 2-5444)

MAILING LISTS - BY SUBJECT

FOR LIST SOURCE: COMPARE NAME IN PARENTHESES WITH LISTING BELOW OF COMPILERS & OWNERS

18,500 (Reporter of Direct Mail Adv.) Direct Mail Users
 Dog Owners 2,500,000 (Western Empire)
 "Occupant Mailing Lists" (Occupant Mailings List of America, Inc.)
 Pet shops, 4000; Pet supply jobbers, 150; Cat breeders, 634 (All-Pet)
 Upper Income Families 85,000 (Gile Letter Service)

MAILING LISTS - COMPILERS & OWNERS

Active Equipment Supply 1308 Jericho Pk., New Hyde Park, N.Y. (FI 5-4792)
 Albert Mailing Lists 120 Liberty St., N. Y. 6, N. Y. (RE 2-7573)
 Allison Mailing Lists Corp. 806 Lexington Ave., N. Y. 21, N. Y. (TE 2-8438)
 All-Pet Magazine Lists P. O. Box 151, Ford Bu. Ls., Winona, (232)
 Associated Advertising Serv. 613 Willow St., Port Huron, Mich. (YU 5-7773)
 Automotive Registrations, Inc. 17 West 45th St., N. Y. 36, N. Y. (JU 6-3666)
 Bodine's of Baltimore 561 E. Preston St., Baltimore 2, Md. (VE 7-6409)
 Bookbuyers Lists 263 Broadway, N. Y. 12, N. Y. (WO 4-5871)
 Boy's City Dispatch, Inc. 220 E. 23rd St., N. Y. 10, N. Y. (OR 3-2550)
 Buckler-Dement 355 W. Jackson Blvd., Chicago 6, Ill. (WA 7-3882)
 Catholic Latt Bureau 45 West 43rd St., N. Y. 36, N. Y. (CO 5-4494)

Creative Mailing Service 460 N. Main St., Proport, N. Y. (FA 6-4822)
 Walter Drey, Inc. 332 N. Michigan Ave., Chi. 1, Ill. (PI 4-1880)
 Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7661)
 Dunhill International List Co., Inc. 55 East Washington St., Chicago 2, Ill. (DK 2-6580)
 Druncliff Advertising Serv. Hillen Rd., Towson 4, Md. (VA 3-7290)
 Educational Lists Company 17 East 23rd St., N. Y. 10, N. Y. (OR 3-2550)
 Eli Kous Webster, Mass. (WE 3780)
 E. M. Advertising Serv. 38 Washington St., N. Y. 3, N. Y. (BA 7-7771)
 Fritz S. Hefelinger 28 E. 22nd St., N. Y. 10, N. Y. (OR 4-7661)
 Industrial List Bureau Webster, Mass. (WE 3780)
 Industrial Machinery News 16142 Wyoming Ave., Detroit 21, Mich. (DI 1-8058)
 Jewish Statistical Bureau 320 Broadway, N. Y. 1, N. Y. (BR 4-4200)
 Mail Adv. Corp. of America 430 N. LaSalle St., Chicago 10, Ill. (BU 7-0783)
 Mailmen Incorporated 37 Cottage Row, Glen Cove, N. Y. (GL 4-5953)
 Manpower, Inc. 239 W. Kilbourn Ave., Milwaukee 2, Wis. (BR 4-0009)
 Market Compilation Bure. 11834 Ventura Blvd., N. Hollywood, Cal. (HT 7-3189)
 Merit Mailers 26 Sterling Street, East Orange, N. J. (OR 2-3906)
 Montgomery Engineering Co. 8500 - 12th St., Detroit 6, Mich. (DT 4-6920)
 J. R. Monty Turf Fan Lists 281 East 46th St., New York 17, N. Y. (CA 8-3741)
 Occupant Mail Lists of Amer., Inc. 239 N. 4th, Columbus 15, O. (AD 5057)
 Official Catholic Directory 12 Barclay St., N. Y. 6, N. Y. (OR 4-7661)
 Palmer Lists 3412 Grand Concourse, N.Y.C. 58 (BS 2-5445)
 The Speed Address Co. 48-81 138th St., Flushing 67, N. Y. (JA 6-8473)
 R. L. Polk & Co. 431 Howard St., Detroit 31, Mich. (WO 1-8479)
 W. S. Poston Inc. 44 Honeck St., Englewood, N. J. (MU 7-8838)
 Precision Equipment Co. 2716 Milwaukee Ave., Chi. 41, Ill. (FE 2-3233)
 R. L. Rashmir 11834 Ventura Blvd., N. Hollywood, Calif. (HT 7-3189)
 Reporter of Direct Mail Adv. 224 7th St., Garden City, N. Y. (PL 4-1827)
 Select List Co. 437 E. Huron St., Beverly Hills, Cal. (BE 2-5111)
 The Speed Address Co. 48-81 138th St., Flushing 67, N. Y. (JA 6-8473)
 William Stron, Jr. 568-576 4th St., West New York, N. J. (UN 4-4888)
 W. E. Watson Corp. 200 Nassau Road, Rossmore, N. Y. (FR 2-5112)
 The Emp. Dir. Adv. Co. 412 Howard St., San Francisco 5, Cal. (SF 4-3325)
 Zeller and Lottner, Inc. 15 East 23rd St., N. Y. 10, N. Y. (MU 2-5444)

MAIL ORDER AGENCIES

James Connell & Assoc. 606 Mills Bldg., Wash. 6, D. C. (RT 3-1732)
 Sparks Advertising Agency P. O. Box 211, Brownwood, Texas (9823)

MAIL ORDER CONSULTANT

James Connell & Assoc. 606 Mills Bldg., Wash. 6, D. C. (RT 3-1732)
 Herbert L. Kellner & Associates, 431 S. Wabash Ave., Chicago 5, Ill. (HA 7-4144)
 Whitt Northmore Schults 1115 Old Elm Lane, Glenview, Ill. (VB 5-1192)

MANUFACTURERS-ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailing Mfg. Co. 120 W. 19th St., N. Y. 11, N. Y. (CH 3-0092)

MATCHED STATIONERY

Tension Envelope Corp. 1915 & Campbell Sts., Kansas City, Mo. (HA 1-0000)

MIMEOGRAPH MACHINE

Addressing Machine & Equip. Co. 326 Broadway, N. Y. 1, N. Y. (HA 3-6706)

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co. 19 R. Wallis St., Cbl. 6, Ill. (RT 7500)
 Mack Type Co., Inc. 55 Fulton St., N. Y. C. 7 (BE 5-1467)

OCCUPANT MAILING LISTS-LOCAL & NATIONAL

Advertising Distributors of America, Inc. 834 Bagley Ave., Detroit 26, Mich.
 Merit Mailers 26 Sterling St., East Orange, N. J. (OR 2-3906)

OFFSET - MIMOGRAPHING

Surety Letter Service 7 East 42nd St., N. Y., N. Y. (MU 2-5977)

PACKAGING

Coupon Service Corp. 37 East 19th St., N. Y. 2, N. Y. (OR 2-0109)
 Merit Mailers 26 Sterling Street, East Orange, N. J. (OR 2-3906)

PAPER MANUFACTURERS

Appleton Contol Paper Co. 1230 N. Meade St., Appleton, Wis. (41456)
 Byron Weston Company Dalton, Mass.
 Curtis Paper Company Newark, Delaware (NE 2-5111)
 Eastern Corporation Bangor, Maine (Tel: 8221)
 Fraser Paper, Limited 420 Lexington Ave., N. Y. 17, N. Y. (LE 2-0580)
 W. C. Hamilton & Sons Milson, Pa. (TV 2-1468)
 Hammermill Paper Co. Erie, Pa. (Tel: 4-1011)
 Howard Paper Mills, Inc. Holman Bldg., Dayton 2, Ohio
 International Paper Co. 230 E. 42nd St., N. Y. 17, N. Y. (MU 2-7509)
 Kimberly-Clark Corporation Kenosha, Wisconsin (PA 2-3111)
 Mead Papers, Inc. 118 West First Street, Dayton 2, Ohio
 Mohawk Paper Company Cohasset, N. Y.
 Neenah Paper Co. Neenah, Wis. (Tel: 1-1811)
 Nokona Edwards Paper Co. Port Edwards, Wis. (Tel: 5-1000)
 Penicular Paper Co. Ypsilanti, Mich. (Tel: 63)
 Rex Paper Co. Kalamazoo 29, Mich. (Tel: 2-0151)
 Rising Paper Co. Housatonic, Mass. (Ho 67)

PAPER MERCHANT

Monet Paper Co. 621 Plymouth Court, Chi. 5, Ill. (WA 3-2710)

PARCEL POST MAILING BOXES

Corrugated Paper Products Inc., 2253 Union Ave., Brooklyn 34, N. Y. (BR 7-0113)

PERSONALIZED GIANT GRAMS

Sandoz Rock & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)

PHOTO ENGRAVERS

Horan Engraving Co., Inc. 44 W. 25th St., New York 1, N. Y. (MU 2-8285)
 Nassau Photo Engrat. Co. 254 W. 51st St., N. Y. C. 19 (PE 6-8817)

PHOTO REPORTING

Slickies Photo-Reporting Serv. 38 Park Pl., Newark, N. J. (MA 2-8666)

POST CARDS

Plastichrome-r, by Colourpictore Publishers
 350 Newbury St., Boston 15, Mass. (CO 7-7506)

PRINTING - OFFSET LITHOGRAPHY

Sandoz Rock & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)

PRINTERS - LETTERPRESS & LITHOGRAPHY

Merit Mailers 26 Sterling Street, East Orange, N. Y. (OR 2-3906)
 Paradise Printers Paradise, Pa. (RT 5131)
 Proper Press, Inc. 129 Lafayette St., N. Y. 15, N. Y. (CA 9-4757)

SALES PROMOTION COUNSEL

James Connell & Assoc. 606 Mills Bldg., Wash. 6, D. C. (RT 3-1732)
 Martin Ad Agency (Mail Order) 15 FB E 60, N. Y. C. 16 (LE 2-0761)

SEASONAL STATIONERY

Arthur Thompson & Co. 109 Market Pl., Baltimore 2, Md. (PL 2-6866)

SUBSCRIPTION FULFILLMENT SERVICE

Fulfillment Corp. of America 381 W. Center St., Marion 0, (Tel: 2-1187)
 Globe Mail Agency, Inc. 149 W. 23rd St., N. Y. C. 11 (OR 2-5400)
 Merit Mailers 26 Sterling Street, East Orange, N. J. (OR 2-3906)

SUBSCRIPTION FULFILLMENT SYSTEMS

Samas Punched Card Div. Underwood Corp., 1 Park Ave., N. Y. C. 16 (LE 2-7099)

SYNDICATED HOUSE MAGAZINES

The William Feather Co. 9900 Clinton Rd., Cleveland 9, O. (AT 1-6133)

TRADE ASSOCIATIONS

Direct Mail Advertising Assn. 3 E. 97th St., N. Y. C. 23 (MU 8-7360)
 MAMA International 18126 James Gonzalez, Detroit 35, Mich. (U 4-3345)
 Nat'l Council of Mail List Brokers, 55 W. 42nd St., N. Y. 36, N. Y. (PE 6-0915)

TYPOGRAPHERS

Rapid Typographers, Inc. 305 East 46th St., N. Y. 17, N. Y. (FM 8-5440)

VARIETYPES AND TYPE FONTS

The Adamn Co. 656 Broadway, N. Y. 12, N. Y. (AL 4-5235)

VARIETY EQUIPMENT

Zenith Typewriter & Adding Mach. Co. 13 W. 17th St., N. Y. C. 11 (WA 4-4180)

FREE with our compliments . . .

NEW BUSINESSES

In Your State

We want you to have a sample of this list . . . to examine it . . . to mail to it . . . to see it produce.

Every other month we compile this list of NEW BUSINESSES . . . approximately \$1,000 . . . all needing your services or products to make their businesses grow.

We will rent this list @ \$16.10 M . . . or sell it on I. B. M. tab sheets @ \$21 M.

Write for further details, state breakdown . . . and the state you want FREE. . .

watson corp

505 Hacco Road, Roseton, New York

FResport 9-8312

We process advertising and sales letters
Multigraph-Mimeograph-Offset
. . . assemble and mail them
with your enclosures.

Lettercraft

22 W. Madison St.
Chicago 2, Ill.
FRanklin 2-8734

An Ad Agency that Loves DIRECT MAIL

Many agencies don't want to "monkey" with MAILVERTISING. (Some don't have the know-how). Direct Mail is no stepchild here! We co-ordinate space advertising with it.

"That Yellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

Typewritten letters
Flyers
Brochures
Campaigns

Created and/or
produced by a
team of experts

repass letter service

29 S. WABASH AVE.
CHICAGO 3, ILL. CEntrol 6-4036

The Perfect
LOW-COST
Addressing
System

PENNY LABEL COMPANY

SHORT NOTES

CONTINUED

(From Page 14)

how they produce made to order, one of a kind, printed signs for sales presentations, etc. Standard price is 4¢ per letter for any size sign up to 14" x 22". Booklet says that no extra charge is made for two color printing . . . duplicate signs cost 25% of the single price. Tipped on to one page of the booklet are 8 samples of colored cardboard and cover stock available. Specializing in signs only, Stewart explains that nationwide mail order is directly responsible for the low cost of their service. "No Stewart Sign salesman will pester you," says the booklet. You can get a free copy by writing to their Newark address.

□ **ENVELOPE MANUFACTURING** from start to finish is magnificently pictured in a new booklet just published by Old Colony Envelope Co., Westfield, Mass. Back in 1953, Old Colony produced a similar "plant tour" booklet . . . but since then, the company has made many changes in plant equipment and facilities. They are presented in an up-to-date 42-page booklet, titled "Open House." Purpose of the publication, says Old Colony, is to "enable you to visit us in the easiest possible manner—just by browsing through these pages." The panorama of Old Colony operations is presented more like a magazine picture story than a promotion booklet. More than 60 action photos with short captions tell the complete story of how envelopes are made at Westfield plant. We suggest you write to Old Colony and ask them for a copy of "Open House." It's one of the best envelope booklets of its kind we've ever seen.

□ **DO NOT READ THIS!** (The following message is "Confidential" and "Private" for Harry Singer & Associates, New York merchandising counsellors): The gal who opens our morning mail brought in your sealed envelope . . . the one you hand stamped in big red capital letters "To Secretary: DO NOT OPEN—CONFIDENTIAL & PRIVATE." Inside, we found nothing more than a plainly printed yellow card . . . broadcasting an offer of something or other for improving advertising results. On the bottom of the mass-produced card you included a prominent line asking us to "PLEASE POST ON YOUR BULLETIN BOARD." Well, if we do our secretary

will be sure to see it . . . so we've decided to keep the whole thing as "Confidential" and "Private" as possible (our readers have secretaries, too).

□ **CONGRATULATIONS TO R. CLIFTON LONG**, editor, and his staff of **The VC News** . . . employee publication of the Virginia-Carolina Chemical Corp., 401 E. Main St., Richmond, Va. Their's is a perfect example of how employee publications can be upgraded for better readership and more impression value (resulting in closer cooperation and enthusiasm between management and labor). **The VC News** looks and reads like some of the really big-time external house magazines . . . but it's really personalized to the hilt for Virginia-Carolina Chemical Corp. personnel.

□ **FIRST DAY COVER** mailings usually get attention . . . but Ysobel Sandler Advertising, Inc., 1 Gramacy Park, N. Y.



3, N. Y., out-did most with this one. The personalized letter was mailed in an envelope containing first day of issue commemorative stamps on the 200th Anniversary of Princeton University. Part of the brief copy reads: **FOR THE FUTURE**—accept with our compliments this first day cover of the new 3¢ stamp, commemorating the 200th Anniversary of Princeton University . . . **FOR MORE IMMEDIATE RETURNS**—may we suggest collecting (direct mail) returns on these less glamorous workaday stamps. . . . Bottom of the letter showed a Third Class postage indicia, a regular 2¢ and 3¢ stamp tipped on. Personalized headline on the letter summed up Sandler's copy theme: "STAMPS THAT PAY OFF": It's fun to collect stamps; but it's more fun, Mr. Jones, to collect on the stamps you use! Good job.

FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that
with visitors to the Editor of *The Reporter*

Clearwater, Florida
December, 1956

NOTICED IN THE LOCAL PAPER that the famous Kenneth McFarland of Topeka, Kansas, would be final banquet speaker at Florida Auto Dealers convention in Fort Harrison Hotel, Clearwater. Sallie (Weir) Sackheim, Kitty and I barged in after dinner . . . to listen. Mostly watched faces of audience. No one goes to sleep when Kenneth is talking. Afterwards we took him down to the cocktail lounge and sat around the glass-topped piano where we listened to soft music and chewed the fat until plane departure time. Discussed his strategy of holding an audience. He is constantly changing his pitch. He switches from one narrative to another with machine gun speed and without notes. At times talks low . . . then loud. If he sees the audience slipping . . . he suddenly injects a story with scant connection to the main theme, but which has the crowd roaring and wanting more. He leaves them in an emotional stupor . . . with tears in many eyes. In my book, Kenneth McFarland (sponsored by General Motors) is the best and most effective business speaker in the country today. Have heard him at least a dozen times and never grow tired. Wish there were a dozen or so more like him.

THE FRONT PORCH was deserted during the week of November 11. Kitty and I flew over to Galveston, Texas, to participate in an interesting experiment. The idea for it was sparked last July 23, when Walter Voegelé, editor of *Hotel Management* magazine of New York, brought Ed Leach, president of Jack Tar Hotel chain, over for a visit. Walter thought more hotel managers and their staffs should be trained to write better letters. Ed Leach agreed. So he invited us to conduct a miniature course at his annual management meeting at the Galveston headquarters. Prior to the meeting, he had the managers send copies of routine or sales solicitation letters. We studied them . . . with a blue pencil handy.

Ed Leach sure knows how to run a convention or staff meeting. His preliminary program announcement (just typed) was a masterpiece of good sense and humor. His managers, assistants, sales managers, auditors, with wives, are settled in the elaborate and comfortable suites at the Jack Tar. Ours was out of this world . . . with three enormous baths, electronic control panels at bedside for regulating lights, radio, television, air conditioning or heating. All looking out over one of the handsomest swimming pools and gardens we've ever seen.

Everybody has to work hard on schedule . . . but there

is plenty of time during the five days for play or relaxation. Breakfast served buffet style exactly at 7:30. Meetings start promptly at 8:30 on the bell. Coffee break at 10:30. Adjournment at 1:30. Only two short afternoon business sessions. Managers and staff sit at long conference table . . . with tape recording equipment taking every word. Surprising thing to us . . . all the important suppliers for the chain were invited to participate—architects, designers, furniture, textile, uniform, tableware and food “peddlers.” They conducted one of the morning programs and also individually sponsored the evening entertainments. No wonder the Jack Tar Hotels are getting more beautiful and are so smoothly run . . . when the designers and suppliers are part of the overall management picture.

ENJOYED THE EARLY-HOUR letter training session . . . even though rugged and slightly argumentative. After examining scores of letters . . . I knew these folks needed the four basic formulas, just as badly as did the diaper service, alumni secretaries, trucking industry, baby chick, mutual fund and other groups. After the formulas . . . an analysis of their own letters. Not only the wording, but the physical construction of each letter.

We had quite a discussion of early training. None present had had any school training in letterwriting. Two managers had been graduated from the famous Cornell Hotel Management Course. Neither, when questioned, remembered any part of the course devoted to letters, although there were courses in “office management”. I've found the same situation in other fields . . . particularly in engineering. I think it's a shame for the schools to turn out skilled technicians and then deprive them of the one skill which labels them in the minds of those they contact by letter.

For instance . . . some of the hotel letters were concluded with outmoded, past participial sentences, such as “assuring you of our deep desire to be of service and hoping to merit your further consideration, we are, yours very truly.” I asked one of the culprits to try backing out of a prospect's office door, repeating those phrases while putting on his hat. Letters were filled with I, we, our, my, mine and us phrases. One fellow actually created six such in a five-line sentence. Remarkable example of *wewe-it-is*. Opinion phrases ending in “that” were rampant. “You'll be glad to know that we have learned that.” The fellow who gets such a letter is only interested in what comes after “that.”

FRONT PORCH SCUTTLEBUTT

Another thing developed at the Galveston session . . . the secretarial schools are doing only part of a job. They teach young ladies how to hit keys, change ribbons, clean type, dust desks, and take care of the boss' phone . . . but I haven't been able to find any "graduates" who have learned how to make a letter look nice. Some girls seem to be afraid of margin setters. Never change them. If they type a short letter . . . use long lines crowding to edge of sheet, just the same as when typing a long letter. There will be hell to pay in some offices when the managers start sending back letters for retyping. They'll teach the girls to make a picture of every letter, centered within the frame of the letterhead.

There were other conclusions . . . but makes too long a story. I liked the whole idea of Ed Leach's style of management conference. Managers, their executive staff and suppliers, sitting down for five days to iron out the wrinkles with no holds barred. And it proves that the simple little problem of letterwriting fits into the complete picture in a big way. Good letters build a personality into a hotel (or any other business). Hope there will be many other such letter clinics in management conferences.

ON THE WAY TO GALVESTON had a reunion with Ed Monahan during hour layover at New Orleans Airport. Had a midweek session with Luke Kaiser in Houston. Visited his fine plant (Premier Printing) where, in addition to handling slews of complicated mailings, he turns out fabulous numbers of giant Texas Bucks, gag license plates, children's games, etc. Visited his home and saw for the first time Luke's library (or storehouse) of magic.

On way home stopped off at Dallas for an evening with Ginny Parsons (formerly with New York Tuberculosis & Health). Saw her new plant in the fabulous industrial development outside the city. She's gradually getting settled. Texas cities are bursting at the seams with new enterprises. There is no end to the possibilities for direct mail promotions. The newcomers are taking up direct mail in a big way. They don't know much about it . . . but by gum they've heard it's good and they'll try it.

That's why it's good to have honest, serious folks like Ed Monahan in New Orleans, Luke Kaiser in Houston and Ginny Parsons in Dallas guiding the direct mail ship. They will help to keep the newcomers out of trouble . . . and upgrade direct mail.

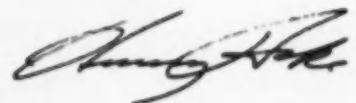
Stopped in briefly at the Adolphus Hotel to see Adrian Phillips (Atlantic City) setting up his registration desk for the 29th annual convention of the Hotel Sales Management Association convention. Sorry we couldn't stay over for whole show. How this association has grown since I first talked at their convention in French Lick in 1937! Had about a hundred members then. Now more than 1,400. With Executive Secretary Adrian Phillips running things . . . direct mail gets a good break. He's an enthusiast for the medium from away back.

Belle and M. P. (Buster) Brown from Fort Worth met us halfway at Amon Carter Airfield for a good-by luncheon. Naturally, with two DMAA board members present . . . the talk mostly concerned association affairs; plans for the continued upgrading of the association under the competent direction of Art Burdge. Everybody seems to like him and admire the way he is taking hold.

NOW THAT THE ELECTION IS OVER we can get something off the chest without being labeled partisan. Isn't it about time for the politicians to eliminate long-winded, rambling introductions? Just as letterwriters are learning to jump right into the subject? During the conventions and the campaigns our visitors agreed that most speakers were boring as all hell. Why is it necessary to precede every speech with, "Mr. Chairman, honored guests, Mrs. Whosis, distinguished representatives of the Bluster Party and my millions of viewers gathered in their homes, I feel honored in being invited to address you"? Nuts. In former times, those pompous expressions were the mark of a finished speaker. In our book they are finished before they begin. According to most post-convention reports, public viewing or listening of political speeches were at a low ebb. Many people seemed to be irritated when their favorite program was displaced by a politician. Wonder how many votes, were actually gained or switched by the oratory? Don't let your direct mail become boring.

IT'S ALWAYS A PLEASURE to see a perfect example of goodwill building by a mail order house. Our neighbors across the street, the Dick Hills, have a son in the Air Force, now stationed in Labrador. They received an early Christmas present from him . . . a complete set of beautiful glassware shipped from Holmegaards Glasvaerk A/S, 12 Nyhavn, Copenhagen K, Denmark. After careful unpacking, four of the smaller glasses were found broken. Dick wrote the firm . . . just to see what answer there would be from such a long distance. Airmail letter was sent on October 16. A reply signed by Axel Scheibel was written and mailed October 25. A sixline courteous note of thanks for "informing us." Replacements had been shipped on October 24. Accompanying statement marked "no charge." No quibbling. Wonderful!

CELEBRATING FIRST ANNIVERSARY of the Florida editorial office. It has been a busy year . . . getting settled, acclimated, grinding out copy and letters. Making trips. Welcoming visitors (156 of them according to guest book). As this is last issue of year . . . we send along our greetings of MERRY CHRISTMAS AND HAPPY NEW YEAR to all of you. Let's hope the message of the season will reach the hearts and minds of the destroyers of peace on earth.



3 Bluff View Drive
Clearwater, Florida
Phone: 3-7970



Christmas 1956

AS WE honor the Nativity this Christmas, let us all give more thought to the spiritual meaning of this great day—remembering that through Christ, God revealed to us the lasting truths of Christian faith. **A** Again let us dedicate our lives to the service of our Heavenly Father. As we pray, let us give thanks to Him for our priceless heritage to worship and live as free people. **A** Let us remember to pray for those who bear the burden of tyranny, and for those who are ill and depressed, that they may soon be blessed with lighter hearts. **A** Let us pray for His guidance of our chosen leaders, that they may work wisely and unceasingly for amity among nations. **A** Let us, with thankful hearts, spread the age-old message of the Christmas angel, “Glory to God in the Highest, and on Earth, Peace to Men of Good Will.” **A A A A**

INTERNATIONAL PAPER COMPANY

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Get this **FREE** book today

How to double your net profits from your mailing lists

by **JIM MOSELY**

- How to find overlooked profits in your mailing lists
- How to start
- The right rental rate for one-time addressing to your lists
- Added income for you year after year
- Why your names won't be copied
- Your questions answered

TEAR and MAIL COUPON NOW

MOSELY MAIL ORDER LIST SERVICE, INC.
Dept. RK, 38 Newbury Street, Boston 16, Mass.

Okay Jim, please send me my new **FREE COPY** of
your 10-page Book **"HOW TO DOUBLE YOUR
NET PROFITS FROM YOUR MAILING LISTS"**.

Name

Co. Position

City Zone State

Product Sold


Shows you how to turn your mailing lists into extra dollars quickly and easily

NOW — here's how you can make more money from
your mailing lists. Your name, on the Coupon below,
will bring you — **FREE** — this profitable new Book
by Jim Mosely, nationally known mail order list
consultant.

Just off the press, this 10-page Book is packed with
MOSELY TESTED IDEAS and TECHNIQUES . . .
gathered from 20 years of successful mail order list
experience. It explains the easy **MOSELY** way of
obtaining substantial extra net profits year after year.
It discloses, step by step, the secrets of increasing your
cash income by simply addressing empty envelopes
for **MOSELY Volume Mail Order Seller Clients** (who
don't compete with you).

You can read this Book in only 10 minutes . . . and
profit month after month . . . year after year. Tear
and mail Coupon below **TODAY** for your **FREE**
COPY of "How to Double Your Net Profits from Your
Mailing Lists." No obligation.

CAN YOU USE MOSELY CHECKS?

 Mosely MAIL ORDER LIST SERVICE, INC. Mail Order List Headquarters 38 Newbury Street Boston 16, Massachusetts		811 10
The sum of \$797 and 00/100		
P.A.S. Pay to the order of	\$-52	26,738 797.00
Pay to TOL, Inc.		
SECOND BANKSTATE TRUST COMPANY OF BOSTON		
JIM MOSELY President		

Mosely

MAIL ORDER LIST SERVICE, INC.

Mail Order List Headquarters

Commonwealth 6-3380 38 Newbury St., Boston 16, Mass.

"Mosely sends the checks"

CHARTER MEMBER, NATIONAL COUNCIL OF MAILING LIST BROKERS
20th Anniversary Year